

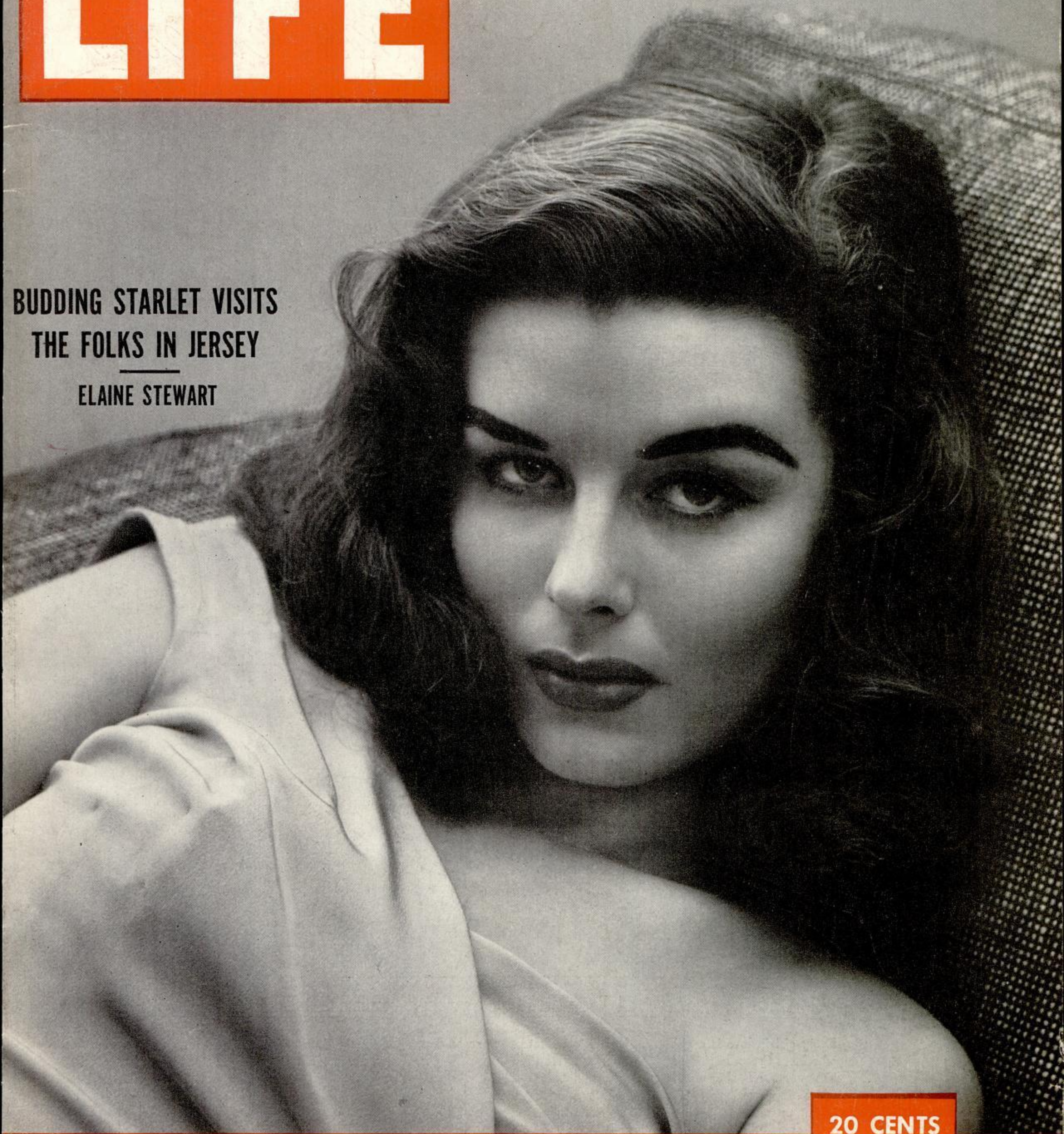
LIFE

MALENKOV'S SOFT SPOT

A SPECIALIST SUGGESTS HOW TO EXPLOIT IT

BUDDING STARLET VISITS
THE FOLKS IN JERSEY

ELAINE STEWART



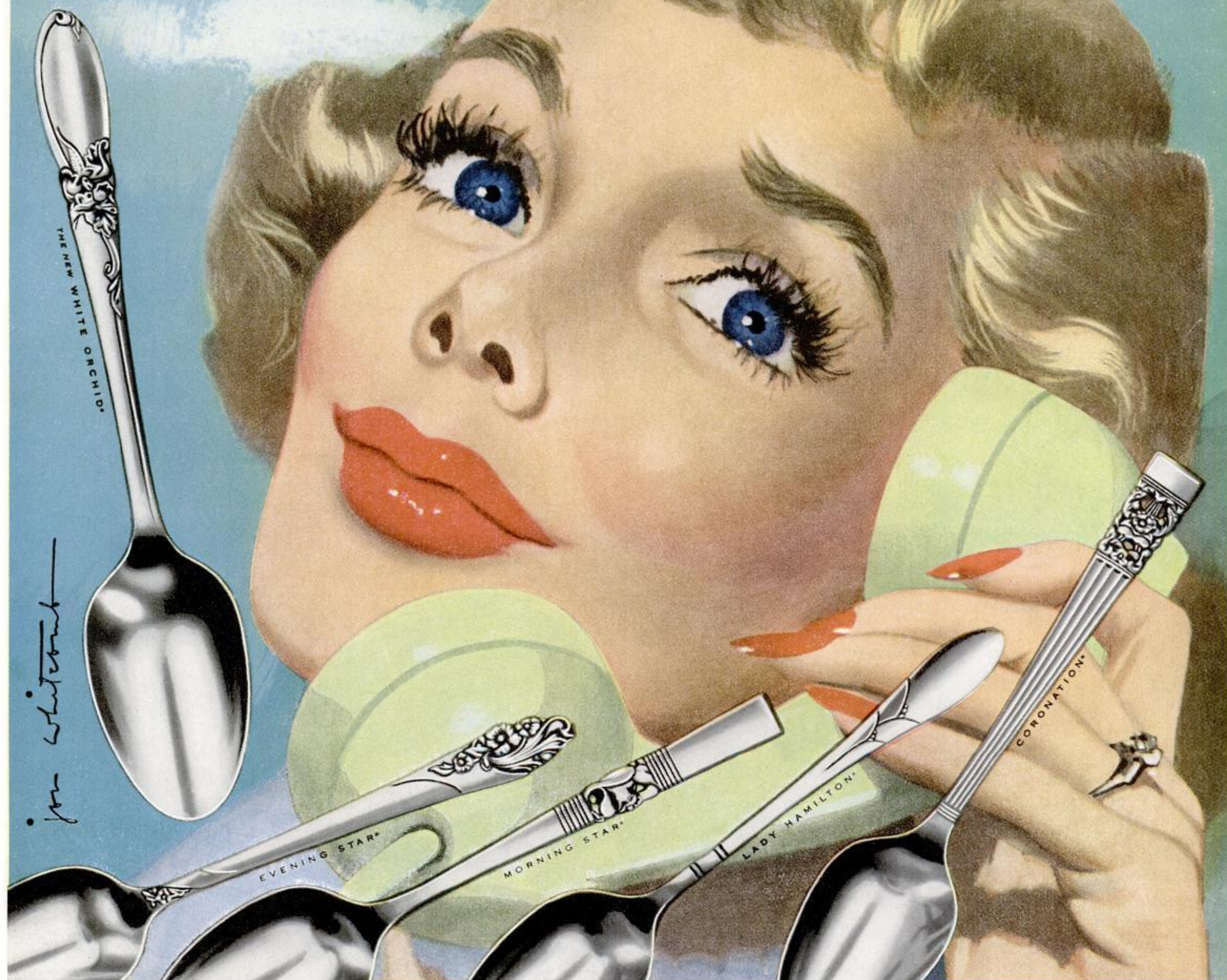
20 CENTS

MARCH 23, 1953

she's in love

... and she loves

Community



And she wants all her silverware when she wants it!



the shining silverware her hospitable heart desires

Every girl in love is a girl who loves Community. And she wants all she wants when she wants it. Not just a few pieces. Not just a place setting or two! But *all*

... so her very first party can be dinner for eight! Why give silver the slowpoke way ... one place setting at a time? Watch *your* bride's eyes sparkle when she sees Community (your choice of five loved patterns ... perhaps the new White Orchid—so graceful, so exciting!). See her pride in Community's solid weight and balance, its lifetime wear-protecting

"Overlay" of pure silver, the serrated edge on every grille and dinner knife.

(Small note to you: Your friendly jeweler's convenient payment plan makes it *easy*!) Dinner services for 8, in chest that's lined with Kenized* fabric to ward off tarnish, as low as \$55.75. Don't settle for less than Community*. . . the finest silverplate!

*TRADEMARKS OF ONEIDA LTD., ONEIDA, N. Y. COPYRIGHT 1953, ONEIDA LTD.

Can Our Generation Conquer Tooth Decay and Bad Breath?

The Story of the Peoria School Children and the Problem Grown-Ups

What's the solid basis for all this excitement about the new "wonder-ingredients" in tooth paste?

Do ammoniated dentifrices really halt decay? Does chlorophyll stop bad breath? Are they thoroughly beneficial?

These careful experiments, by reputable scientists, give the facts that every mother and wife wants to know.

When the schoolbell rang for the pigtails-and-freckles set in Peoria, Ill.—morning and afternoon for two whole years—what appeared first on desk after desk was neither a book nor a pencil. It was a paper towel and a pair of paper cups.

One cup contained water, the other a scientifically prepared, measured dentifrice. And the first thing the children did was to brush their teeth.

But all the children did not use the same dentifrice.

Among the 784 grammar-grade youngsters who completed this long test, under the direction of two professors of the University of Illinois College of Dentistry, one group used an *ammoniated* dentifrice. Another group used an ordinary *non-ammoniated* dentifrice. And still a third group did not brush their teeth at school at all. They were the "control"—against which results could be measured.

With X-rays, mouth mirrors and sharp "explorers,"

the children's teeth were given before-and-after examinations, two years apart, by independent dentists from the State Health Department.

The groups of children were known by code letters. No one knew how the experiment was coming out until the last cavity was counted.

And the result?

*The ammoniated dentifrice, compared with the non-ammoniated dentifrice, produced more than twice as great a reduction in decay!**

Today—exactly the same ammoniated ingredients used in that test dentifrice are now incorporated in IPANA A.C., the new Ammoniated Chlorophyll tooth paste. *No other leading tooth paste has this formula . . . licensed by the University of Illinois Foundation under U. S. Patents Nos. 2,542,886 and 2,622,058, and other patents pending.*

Then—136 Tests of Unhappy Men and Women

Some time after the Peoria tests, a group was gathered in a Manhattan laboratory for a test on a different "wonder-ingredient" in IPANA A.C. . . . chlorophyll, derived from the life-stuff of growing plants.

The subjects of this test had a common adult affliction, halitosis—bad breath of local origin. All of them were extreme cases.

One by one, they breathed into the "New Osmometer," an apparatus invented by Dr. Louis C. Barail, consulting bio-chemist and toxicologist of New York.†

After their first odor test, these problem cases brushed their teeth *once* with the new IPANA A.C.

Then after six hours, nine hours, twelve hours, they made further osmometer records. In between they ate and smoked freely. And in every single case, the New Osmometer showed that just one IPANA A.C. brushing definitely stopped unpleasant odor—in most cases even for twelve hours.

IPANA A.C. is the only chlorophyll tooth paste to offer evidence of such long-lasting breath protection.

Farewell to Green Stains, too

Still another goal set by the scientists who compounded the new IPANA A.C. Tooth Paste was the avoidance of green chlorophyll stains.

Unlike green tooth pastes that leave messy stains, IPANA A.C. washes completely off tooth brush, bowl,

*Reported in the *Journal of the American Dental Association* Vol. 42, February, 1951.

†Reported at the December 1952 meeting of the Society of Cosmetic Chemists.



A wonderful blessing—if much of the pain, the trouble, the tooth loss from decay could be avoided! Now this safeguard comes in the same family tooth paste that provides the breath-protection of chlorophyll—the new IPANA A.C.

or towel. The American Institute of Laundering, after extensive tests, has awarded its "certified" seal to IPANA A.C. and guarantees that it washes easily out of all kinds of fabrics.



What does all this careful testing mean to you and your children?


It means bright promise that, through ammoniated IPANA A.C., you can all be delivered from much of the pain and trouble and lasting injury of tooth decay.

It means new assurance that, through the chlorophyll in IPANA A.C., bad breath can be stopped where it usually originates—in the mouth.

It means that your dentist has a new ally.

Cooperate with your dentist—make sure the whole family visits him regularly. Brush with IPANA A.C. after meals for best results, as dentists agree you should.

You will then be getting the full benefits of IPANA A.C. . . . tested and proved . . . with authentic, conclusive proofs that no other tooth paste offers you.



The New Ammoniated Chlorophyll Tooth Paste

IPANA A. C. is ammoniated to reduce decay—contains chlorophyll, to stop bad breath all day.

Costs less to try than leading chlorophyll pastes.

A Product of Bristol-Myers

Before



After



Ammoniates destroy certain bacteria, the lactobacilli usually associated with decay. Photo (left) shows a culture containing over 1,000,000 lactobacilli. When IPANA A.C. was added (right), these bacteria were almost 100% destroyed.

Only G-E Ultra-Vision gives you eye ease like this



CONVENTIONAL TV. Non-aluminized picture tube simply doesn't give as much brightness as you need for good contrast. When seen in fully lighted rooms—the best way to watch television—the picture often fades and washes out.



Joan Davis, G-E star of "I Married Joan" on NBC-TV

G-E ULTRA-VISION. 21-inch G-E Aluminized Picture Tube gives brightness to spare, for superb contrast under all lighting conditions. Blacker blacks make the whites show up whiter. Up to 100% greater range of grays than other TV. Greatest eye-ease.

● Proved over and over in picture comparison showdowns around the nation—here is clarity and eye comfort no other TV can offer you. And here's why: G-E Ultra-Vision is the world's only 21-inch TV with the Aluminized Picture Tube. It mirrors light toward you—steps up picture contrast—increases brightness up to 100%. Add General Electric's tilted, deep-tint safety glass, and you get TV's widest range of picture tones with virtually no glare or reflections. And to assure top performance even in TV's toughest reception areas—the great new G-E chassis delivers $2\frac{1}{2}$ times more pull-in power than previous sets.

Model 21C214



Bing Crosby, starring for G.E. on CBS-Radio



GE BLACK-DAYLITE TV WITH ULTRA-VISION

THERE'S no proof like a picture showdown—right before your eyes. So, see G-E Ultra-Vision in action, right alongside any other TV. The comparison is not even close. You can tell in one look that G-E Ultra-Vision gives the picture you want for *your* eyes—that it has more clarity than any TV you've ever seen before. This important proof is waiting for you at your General Electric TV dealer's, now.

FACTORY DESIGNED FOR UHF AND VHF



G-E TV prices start at \$199.95.

Includes Federal Excise Tax, one-year Factory Warranty on picture tube and 90 days on parts. Prices subject to change without notice.

General Electric Company, Electronics Park, Syracuse, N.Y.

You can put your confidence in—

GENERAL GE ELECTRIC

"You could never without a telephone"

by Ann Loeb

The telephone is used in sending many different messages. Here are some of them:



It helps report fires, floods and that people have fallen into deep water and need a doctor very quickly.



Children use the telephone by inviting other people to parties or other children to come over and play, and it is used in telling each other new news.



Housewives use it for calling the grocery store for orders.



Fathers use it in business.

The telephone was invented by Alexander Graham Bell. It was born June 2, 1875.

You could never without a telephone — and use manners if you are listening or talking.

The telephone is one of our great friends today so take care of it.

The End



When Ann Loeb wrote this third-grade theme in her school in Ottawa, Illinois, she had no idea her father would send it to the telephone company. Not a word has been changed. The handwriting is Ann's. So are the pictures, which she drew later at our request.

BELL TELEPHONE SYSTEM



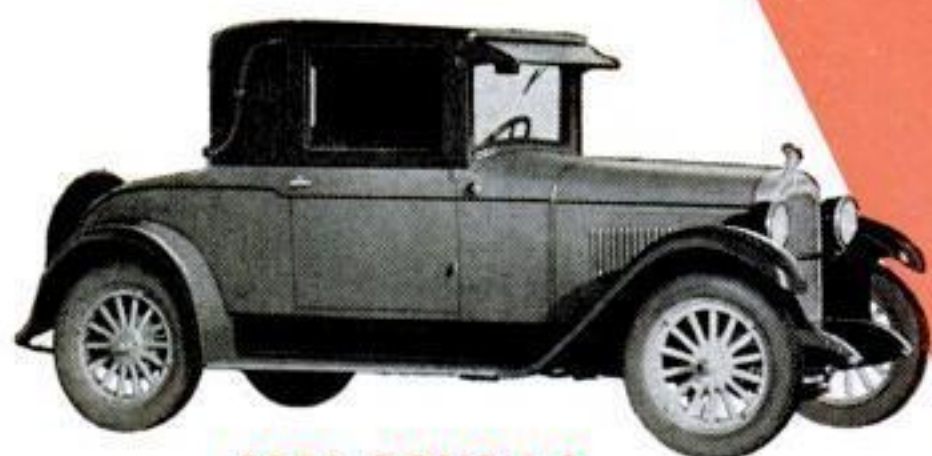
This One



37QJ-TKB-EK5K



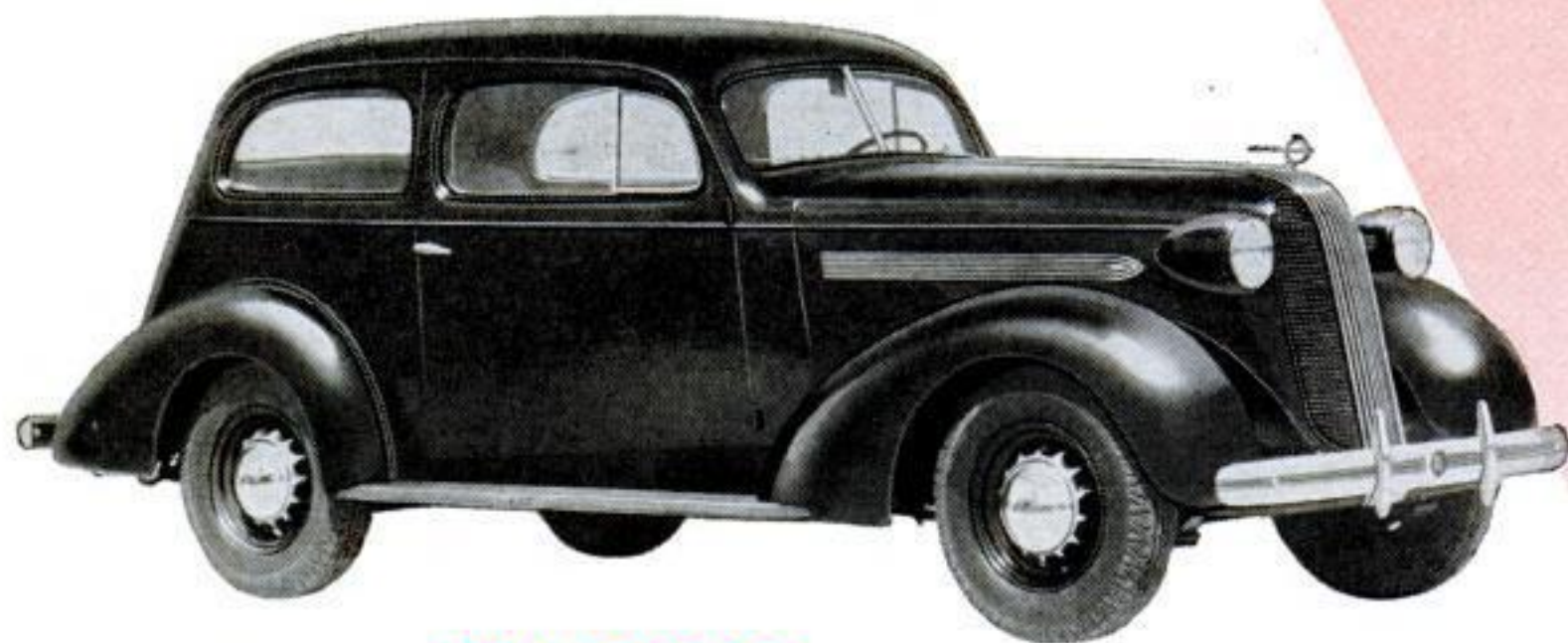
on every Pontiac ever built



1926 PONTIAC



1931 PONTIAC



1936 PONTIAC



1953 PONTIAC

BACK IN 1926—the year of Admiral Byrd's first flight over the North Pole—Pontiac was introduced to the motoring world.

And AC Spark Plugs—original equipment on the first Pontiac car—have been Pontiac's partner ever since. AC's patented CORALOX Insulator is one big reason for this continued Pontiac preference.

CORALOX gets hot quicker to burn away oil and wet carbon deposits . . . resists the deposits of oxide coatings from fuels—stays clean longer . . . provides four times greater heat conductivity . . . has three times the mechanical strength . . . offers ten times greater electrical resistance at high temperatures.

For Pontiac owners—and owners of all other makes of cars as well—these outstanding CORALOX advantages mean—
Greater Gasoline Economy—Smoother Performance—Longer Plug Life.

**Original Equipment on
Nearly as Many New Cars
as All Other Makes Combined**



AC SPARK PLUG DIVISION  GENERAL MOTORS CORPORATION

CUSHIONING MIRACLE

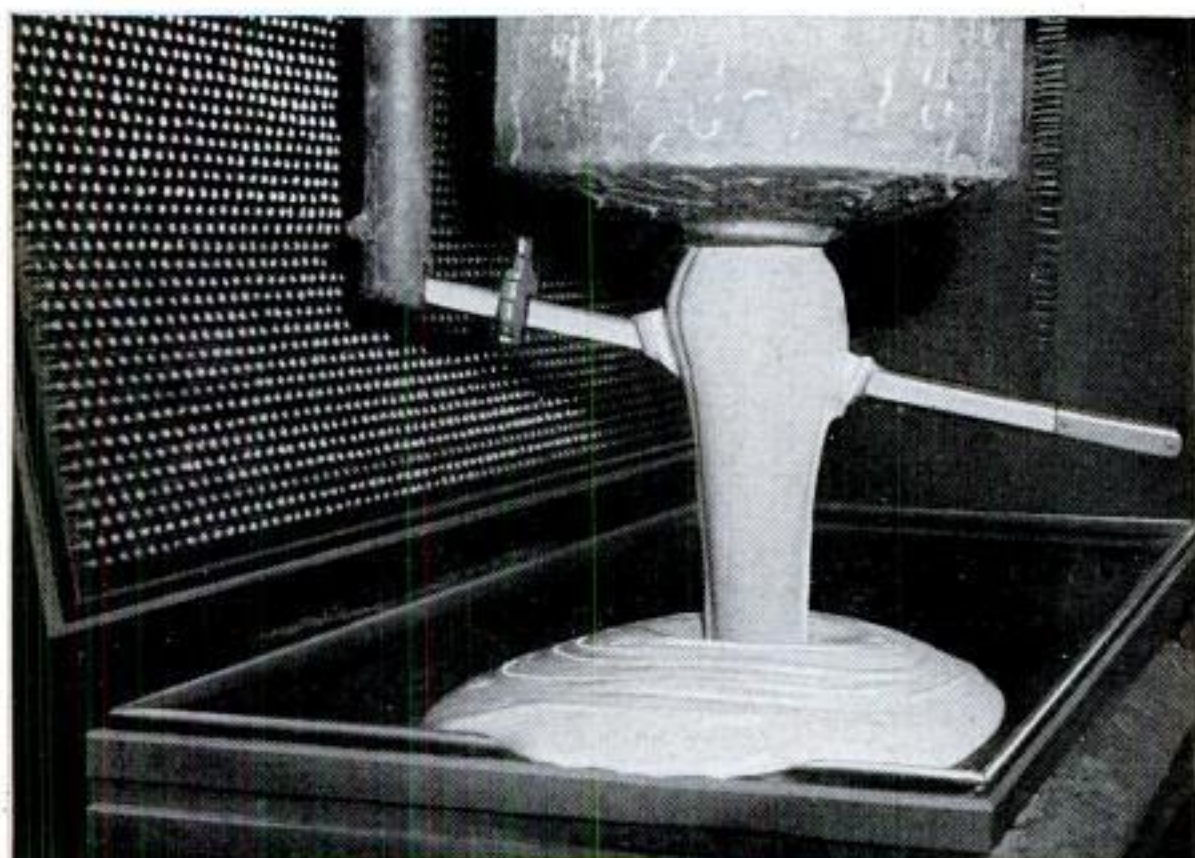
Millions of Air Cells
explain Airfoam's Comfort

THE LOVELY HAND AT RIGHT, is lightly squeezing one cubic inch of AIRFOAM, that amazing new cushioning made only by Goodyear. See how easily AIRFOAM "gives" under the gentle pressure of those tapering fingers — yet the moment pressure is released, it springs right back into shape again! This tender "give"—with instant, unfailing comeback—is what makes AIRFOAM the ideal cushioning for automobiles, furniture, mattresses, pillows, footwear and a host of other things.

But what gives AIRFOAM its happy combination of all-important qualities found in no other type cushioning material?

It's AIRFOAM's countless little air cushions — over half a million to each cubic inch — that do it. And they do it because they're composed of the two most resilient substances known—air and rubber!

WHIPPING UP AIRFOAM. Giant "cream-whippers" beat liquid rubber into AIRFOAM. Then the frothy mix is poured into molds and cured in great ovens that "bake in" every tiny air cushion—so it will stay there for life!

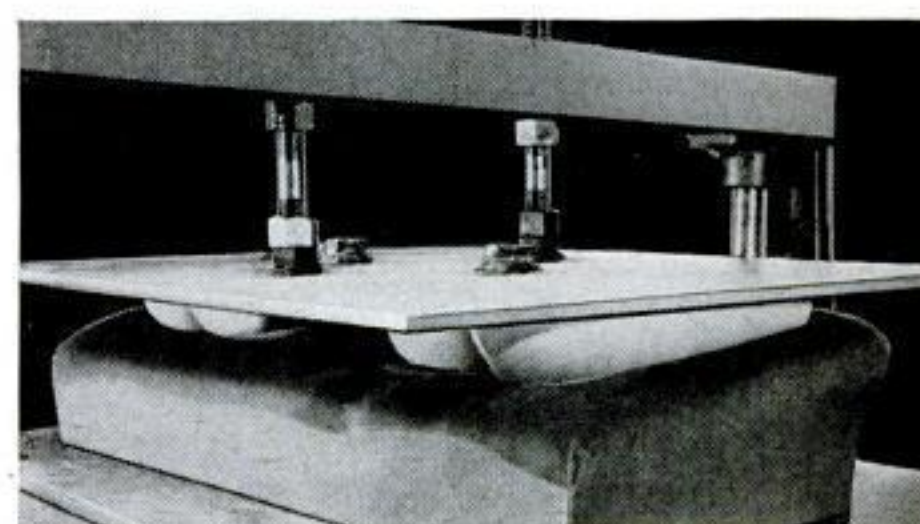


Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio



WHY AIRFOAM IS SO COOLLY COMFORTABLE. AIRFOAM's air cushions *interconnect*, making this unique cushioning so *porous* you can blow smoke right through it! Thus AIRFOAM "breathes" after compression—stays cool and inviting, traps no dust or allergies.

YOUR OWN FINGER-TIP TEST. Place your finger tips on anything cushioned in AIRFOAM. Note its tender resiliency — its instant comeback. That's how AIRFOAM will act as long as you own it—holding its shape, eliminating care, saving you money—while it gently cradles you in the greatest comfort you've ever known! So before you buy anything cushioned, ask "WHAT'S INSIDE?" If the answer is AIRFOAM—made ONLY by Goodyear—you'll know nothing has been spared to bring you the *best!* Goodyear, Airfoam Department, Akron 16, Ohio.



YEARS OF WEAR—STILL YOUNG. In a short two weeks, Goodyear's "Iron Man" testing machine crushes AIRFOAM with repeated pressure equal to a heavy person sitting down 40 times a day, *for 82 years!* It proves that no matter how you abuse AIRFOAM, it comes up smiling—doesn't lump, slump, break down or come apart. That's why AIRFOAM cushioning is such a money saver year in—year out!



GOOD YEAR

MAKERS OF THE WORLD'S FINEST CUSHIONING

Which of these shoes will look best on YOU this spring?

No matter who you are or where you come from, Thom McAn has at least one pair of shoes that will suit you to a "T".

That's a promise. And that's why we took these two pages in *Life*, to show you a few of the more than 150 styles you'll find today in any Thom McAn store.

Take a good look at these shoes and you'll know why more men buy Thom McAns than any other brand. And when you pick up a Thom McAn shoe — when you turn it in your hand and admire the lines and the leather — the only question you'll have is *How do they do it for the money?*

Simple arithmetic. Higher production equals lower costs.

So Thom McAn can afford to give you *more shoe for the money*. And you can walk out with two pairs of Thom McAns for less money than you'd pay for *one* pair of high-priced shoes. Banker or freshman... doctor or die-maker... bookkeeper or boss, there's a Thom McAn shoe that will look especially well on you. Pick it out today!

\$7⁷⁰



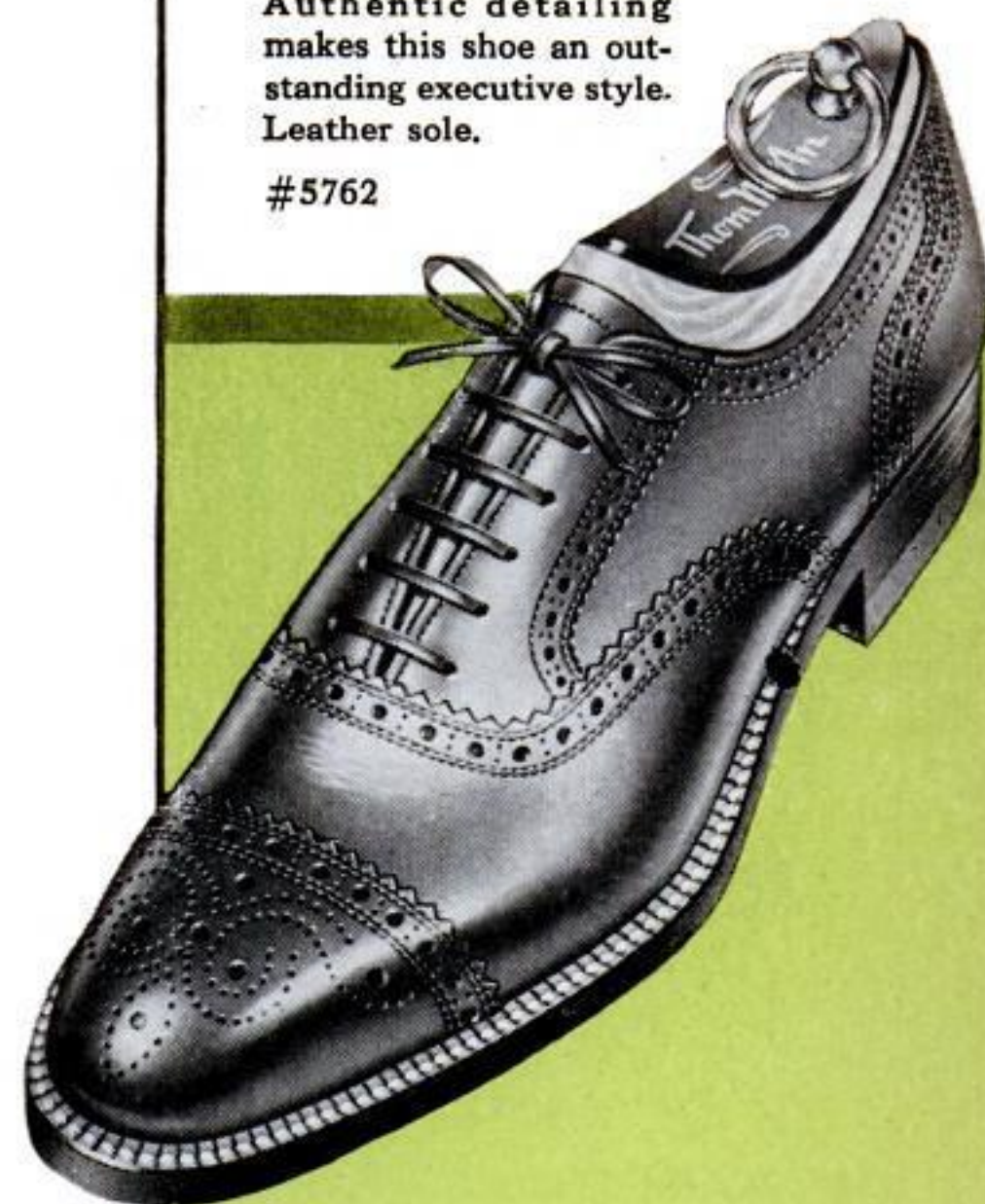
Thom McAn

A Division of Melville Shoe Corporation, 25 West 43rd Street, New York City

WORN BY MORE MEN THAN ANY OTHER BRAND

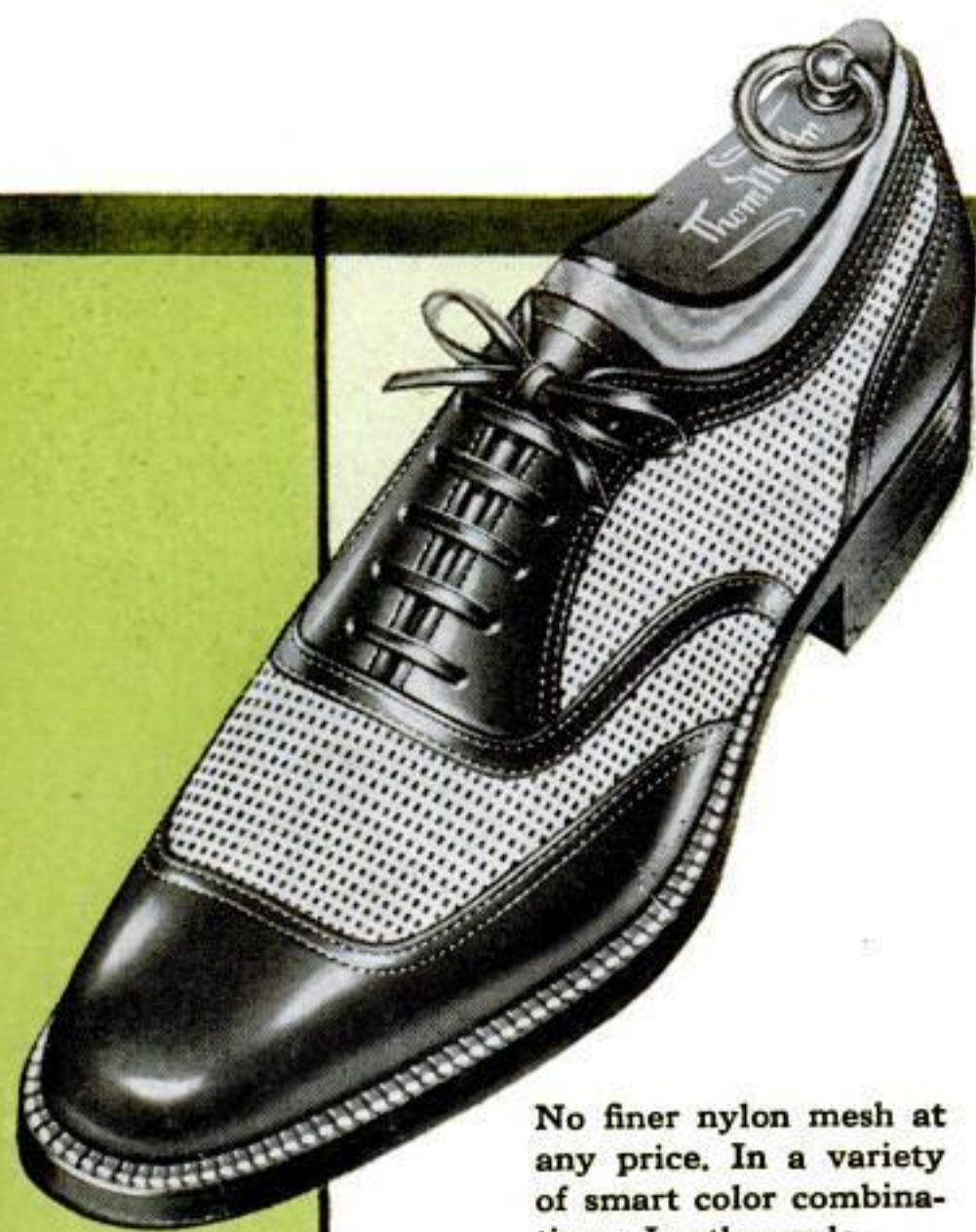
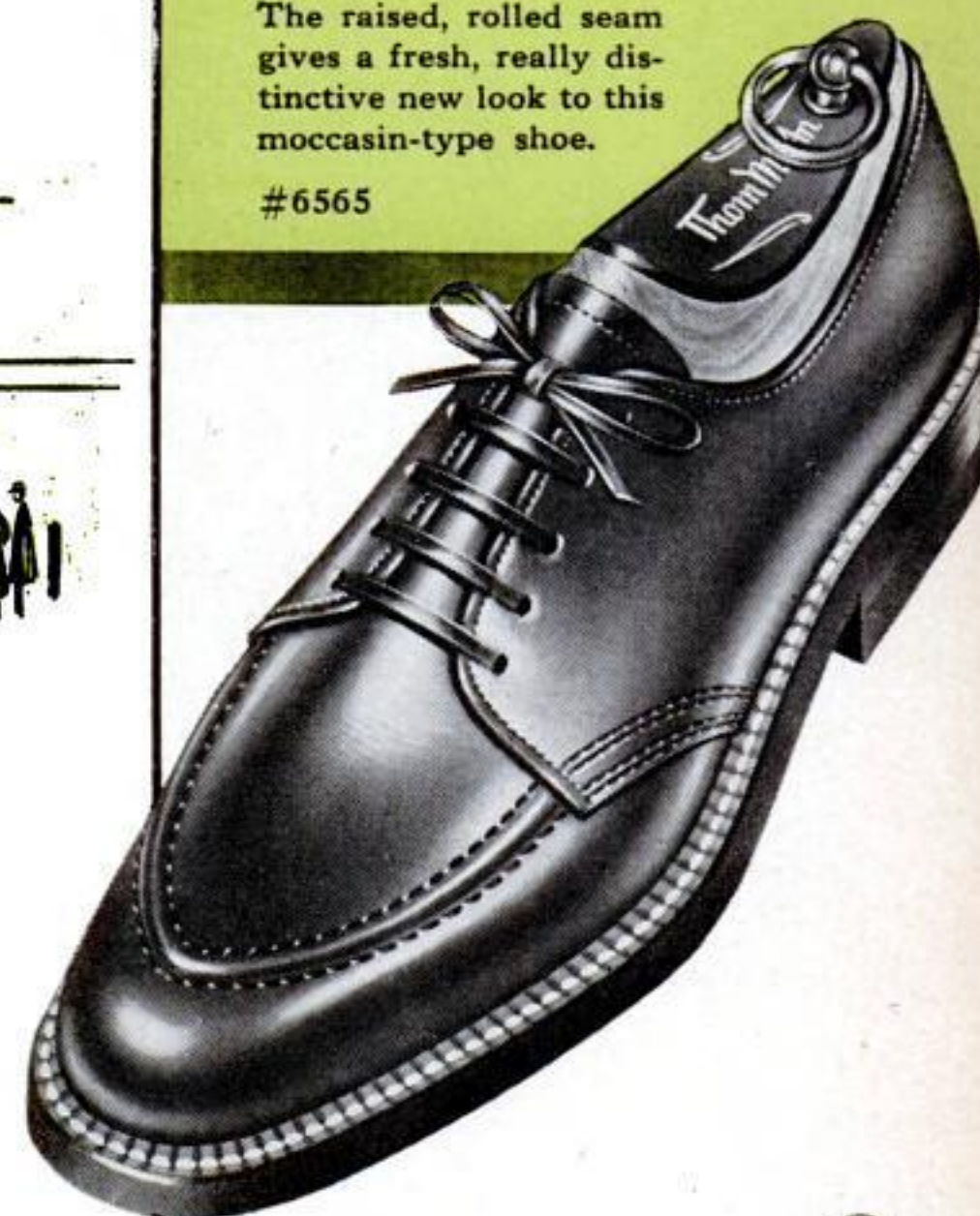
Authentic detailing makes this shoe an outstanding executive style. Leather sole.

#5762



The raised, rolled seam gives a fresh, really distinctive new look to this moccasin-type shoe.

#6565



No finer nylon mesh at any price. In a variety of smart color combinations. Leather sole.

#9610



Designed for your leisure time—in black or brown, with a sporty tassel. Leather sole.

#7001



Really cool and really comfortable—a woven, ventilated, moccasin-style shoe. Leather sole.

#8226

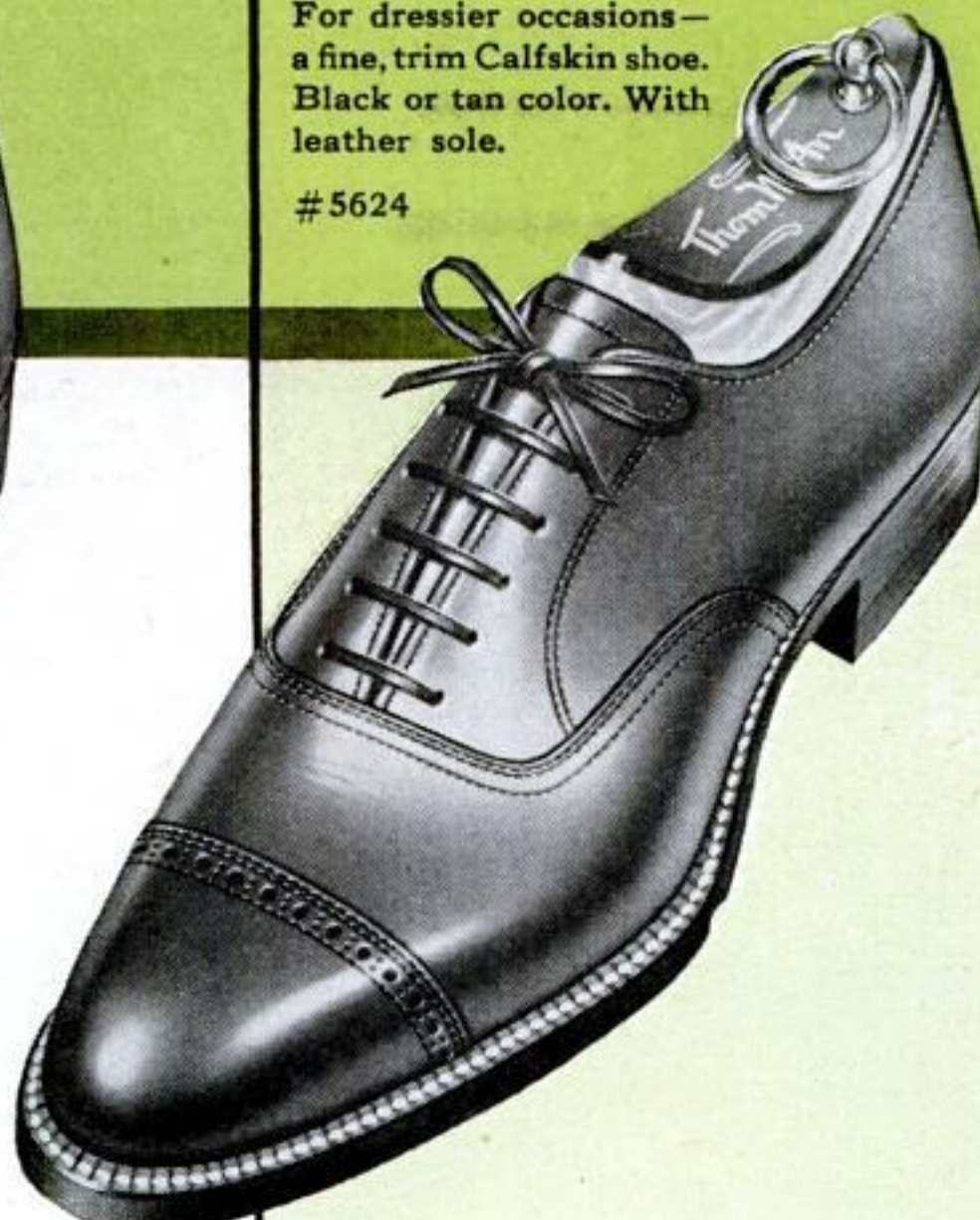
Elastic insets insure snug fit and solid comfort in this laceless slip-on shoe. Leather sole.

#6758



For dressier occasions—a fine, trim Calfskin shoe. Black or tan color. With leather sole.

#5624



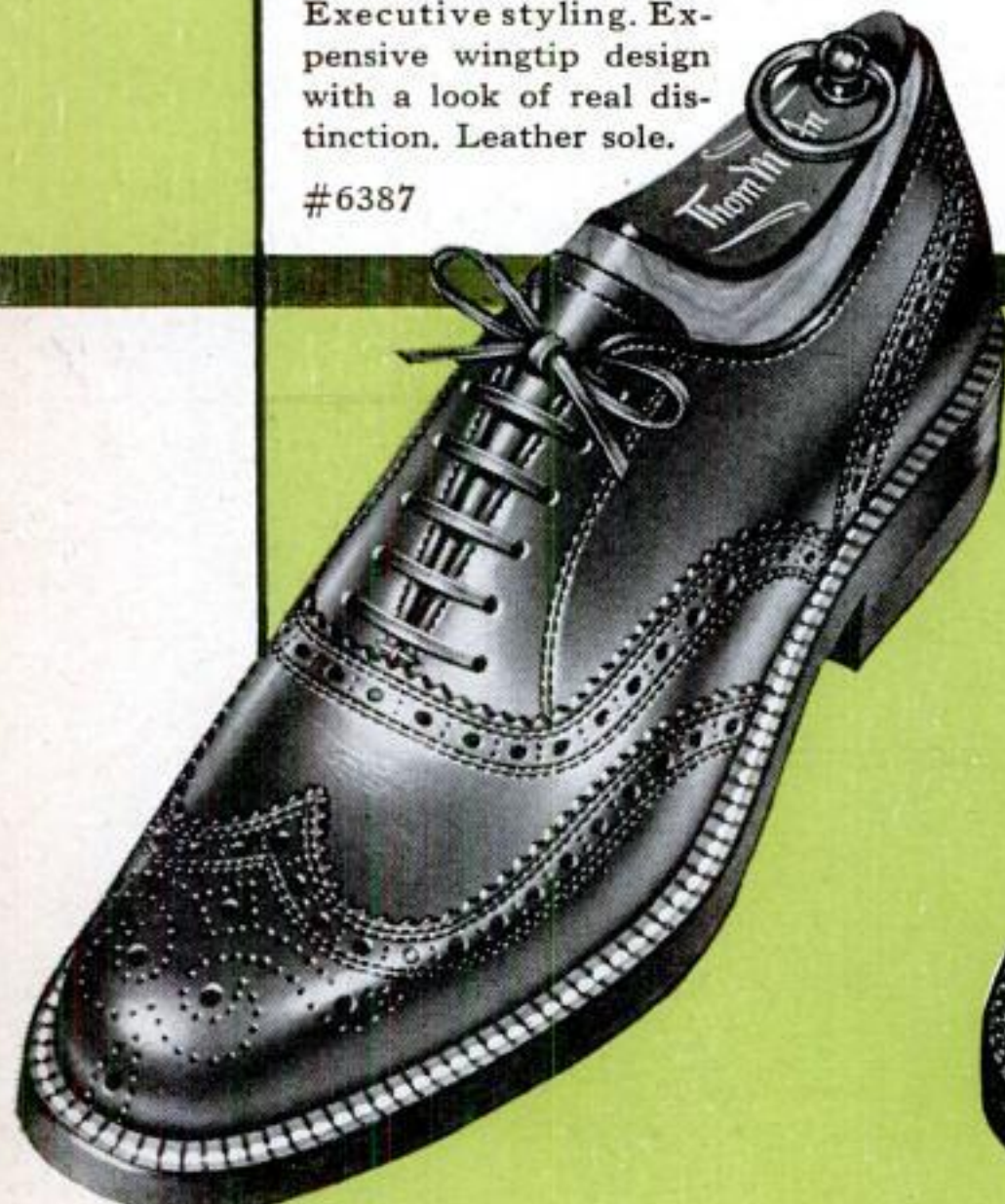
Genuine Calfskin in deep cherry color or black. Neat French toe. Leather sole.

#6012



Executive styling. Expensive wingtip design with a look of real distinction. Leather sole.

#6387



A favorite with men of all ages for both smartness and comfort. Cordovan color leather.

#6447



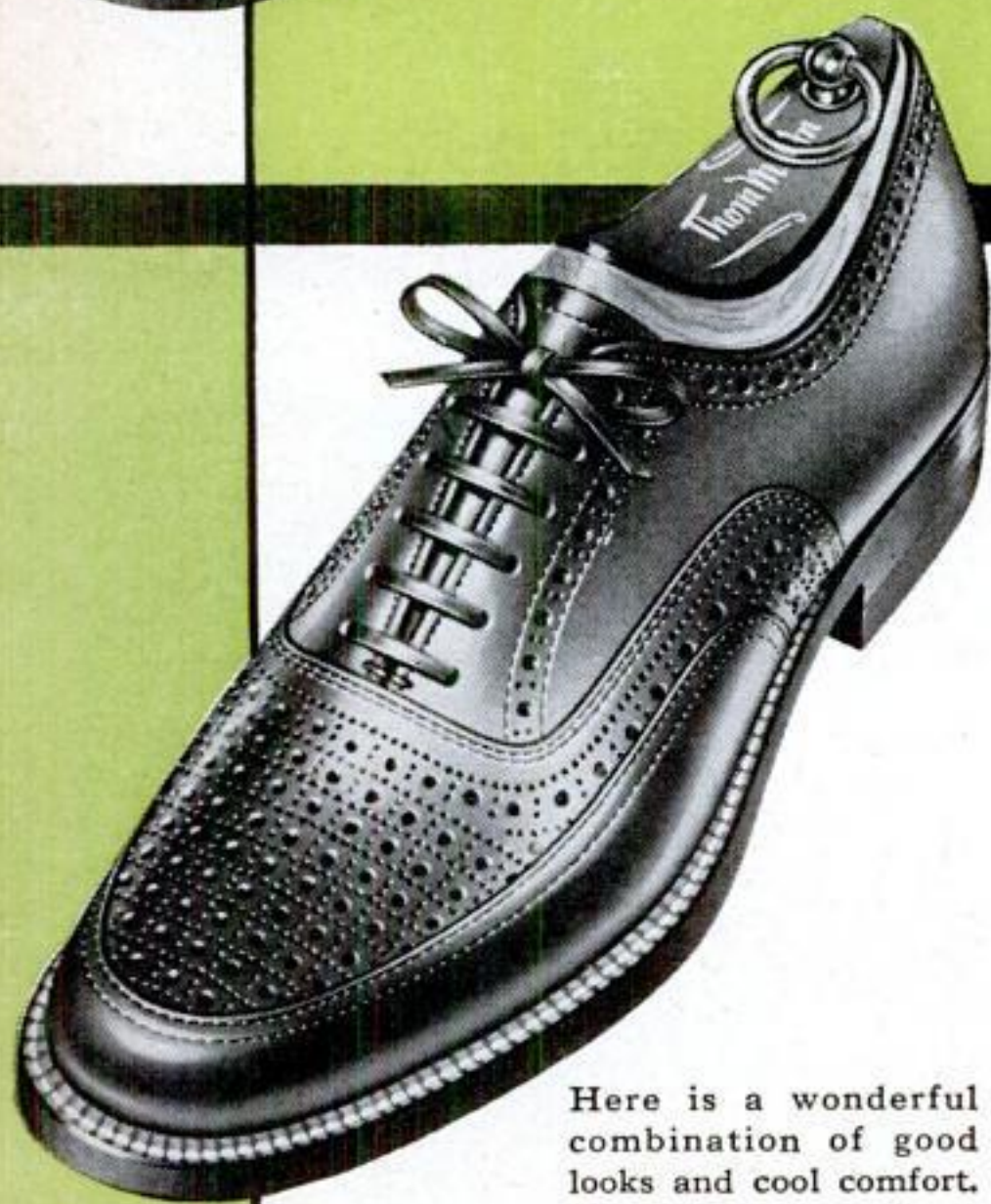
Durable Scotch Grain—always right for both town and country wear. With leather sole.

#6213



Here is a wonderful combination of good looks and cool comfort. Flexible leather sole.

#9759



Another version of the new laceless slip-on shoe. Smart U-wing tip, with leather sole.

#6702



Where moccasin comfort and city style meet. Ruddy brown, or black with leather sole.

#6553





Hollywood stars
always wear Bur-Mil
Cameo nylons.
And here's why.
"When our stockings
pick up reflections
from Kleig lights—our
legs frequently look
unshapely, and that's
fatal," says Miss Caron,
star of M-G-M's

Lili

"Do your stockings tell lies about your legs?"

asks **LESLIE CARON**

• "The movie camera proves that shiny stockings often make legs look unshapely," says Leslie Caron. "That's why, in Hollywood, we insist on misty-dull nylons—to keep us Leg-O-Genic at all times."

• On the screen and off, M-G-M stars, like Leslie Caron, wear Bur-Mil Cameo nylons with exclusive Face Powder Finish. For Cameo's Face Powder Finish assures their legs of the permanently soft, misty dullness that glamour demands.

• *Sheerest of them all! Bur-Mil Cameo's new, fabulously sheer 12 denier nylons in full-fashioned or seamless styles!*



A PRODUCT OF
BURLINGTON MILLS...
WORLD'S LARGEST
PRODUCER OF
FASHION FABRICS



BUR-MIL, CAMEO, FACE POWDER AND
LEG-O-GENIC ARE TRADEMARKS OF
BURLINGTON MILLS CORPORATION

BUR-MIL
CAMEO
STOCKINGS
WITH EXCLUSIVE
face powder finish

Styles from \$1.25 to \$1.95

ALL THE DREAMS that mark the time of love . . . all the happy moments that attend your wedding plans . . . are mirrored in the magic depths of your engagement diamond. And this fair gem will keep them near and bright through all the years ahead.

Because it will ever echo your joy in love, your diamond should be chosen with care. Remember, color, cutting, and clarity, as well as carat weight, contribute to a diamond's beauty and value. A trusted jeweler will help you find a stone of fitting size and quality and style for what you wish to spend.



Dream of Love . . . painted for the De Beers Collection by Charles Rain



¼ carat (25 points) \$90 to \$200

½ carat (50 points) \$210 to \$450

1 carat (100 points) \$540 to \$1200

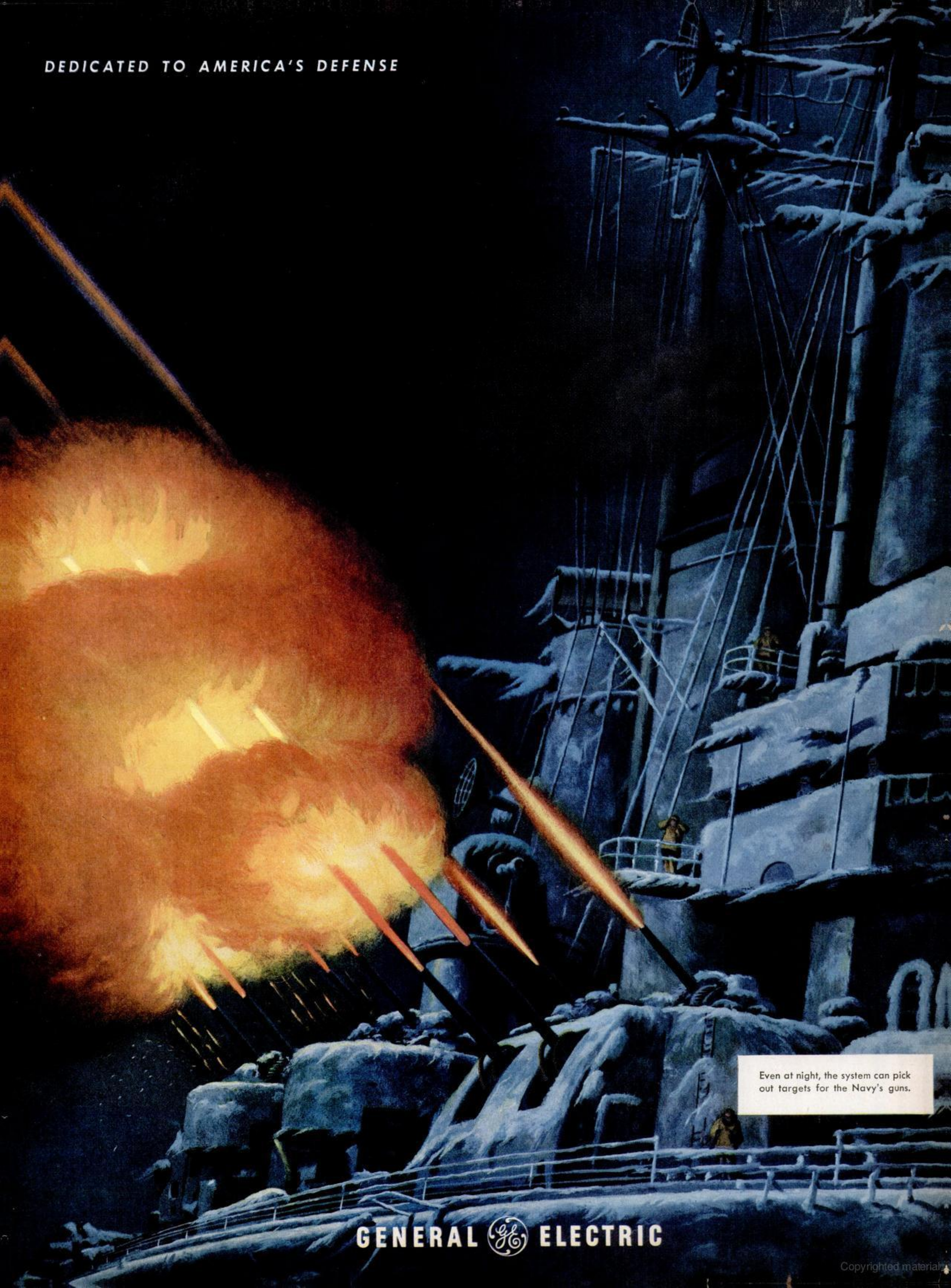
2 carats (200 points) \$1450 to \$3200

A DIAMOND IS FOREVER

In January, 1953, jewelers throughout the country were asked for the prices of their top-grade engagement diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered. Exceptionally fine stones are higher priced. Add Federal tax. Exact weights shown are infrequent.

De Beers Consolidated Mines, Ltd.

DEDICATED TO AMERICA'S DEFENSE

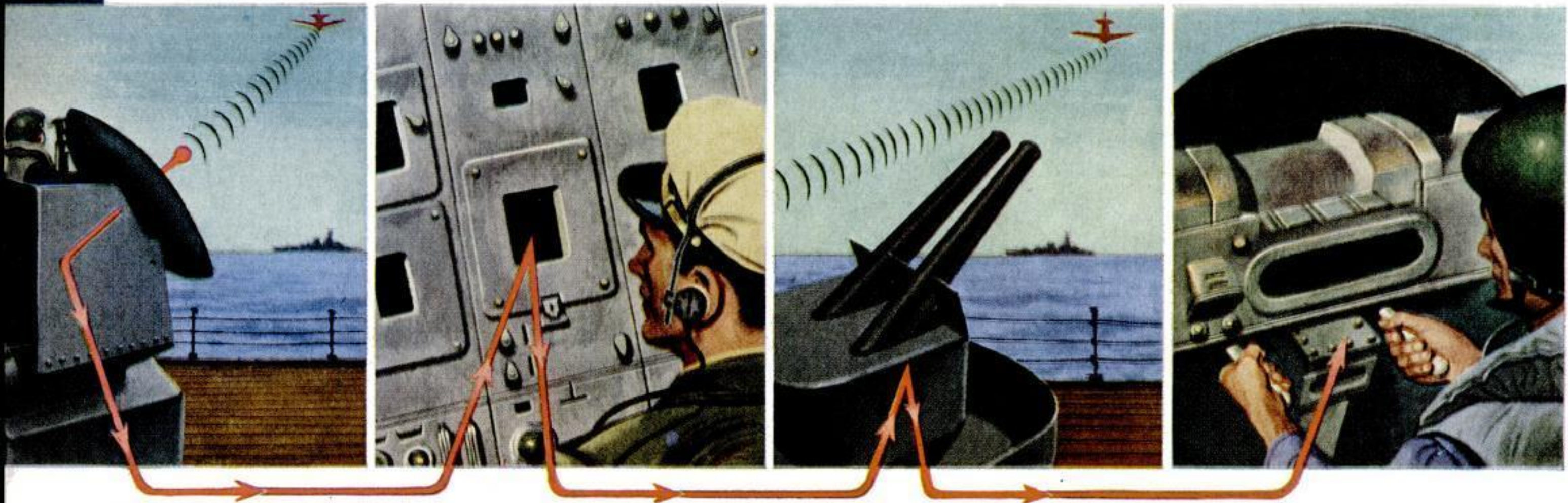


Even at night, the system can pick out targets for the Navy's guns.

GENERAL  ELECTRIC

Copyrighted material

The system is fully integrated and coordinated. This chart shows how firing data are fed to the guns automatically.



1. Radar picks up approaching plane

2. Transmits data to electric "brain"

3. Which locks guns "on target"

4. Until fire control officer pushes button

G-E RADAR GUNSIGHT

KEEPS NAVY'S GUNS ON ATTACKING JETS

Supersonic Speeds of Today's Jet Aircraft Call for Completely Coordinated Fire Control Systems

The G-E Radar Gunsight is an almost "human" anti-aircraft gunfire control system which is helping U. S. Navy gunners keep up with the high speeds of today's jet fighters. It is a fully-coordinated detection, tracking, and firing system, which eliminates nearly all manual operations. Seconds after radar picks up an attacking plane the system computes all necessary tracking and firing data, and automatically locks the proper guns "on target"—to stay. Actual firing is up to the highly-trained fire control officer.

When the Navy called on General Electric to produce automatic fire-control systems, naval experts recognized the complexity of the task. It called for expert creative engineering in radar, electronics, hydraulics, ballistics, electrical and

mechanical engineering. General Electric supplied all this, and the production techniques to see the job through. Nor did General Electric's many specialists work alone. Hundreds of small business subcontractors added their skills and production to the job.

Defense is everybody's business, and our safety depends upon the successful cooperation of all companies, large and small, to meet the vital, growing needs of our Armed Forces. General Electric Company, Schenectady 5, N. Y.

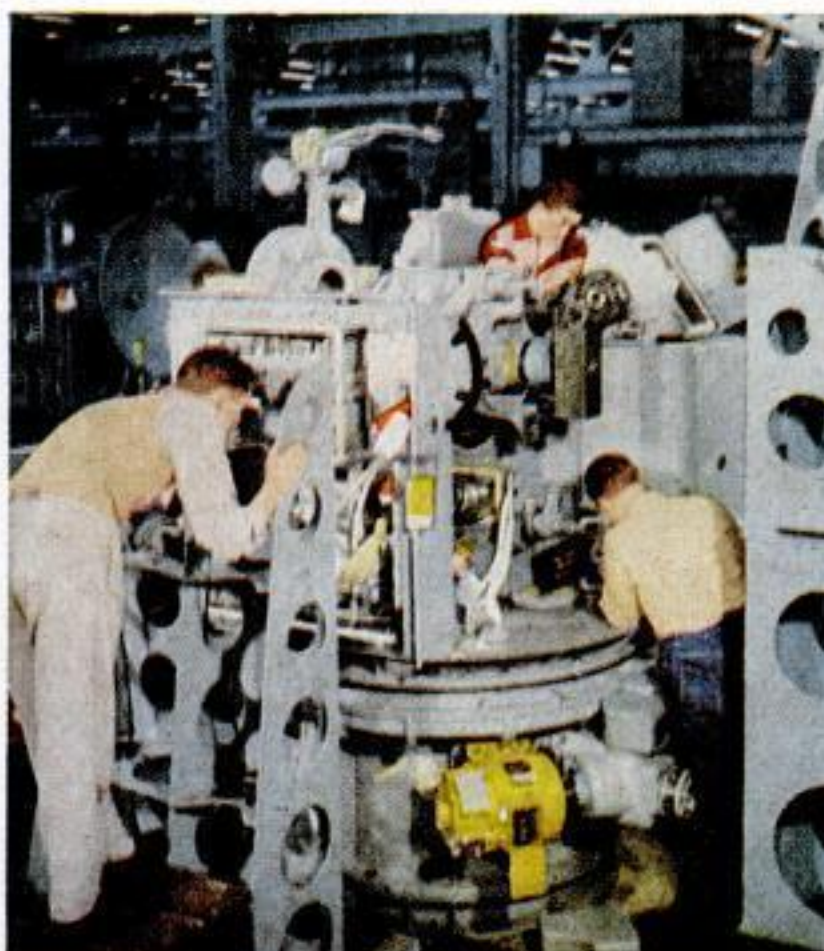
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ENGINEERS: General Electric is constantly adding to its staff of highly skilled engineers and scientists. If you have a background of successful, creative engineering, and are not now in defense production, send your qualifications to our Technical Personnel Services Dept., Section B, Schenectady 5, N. Y.

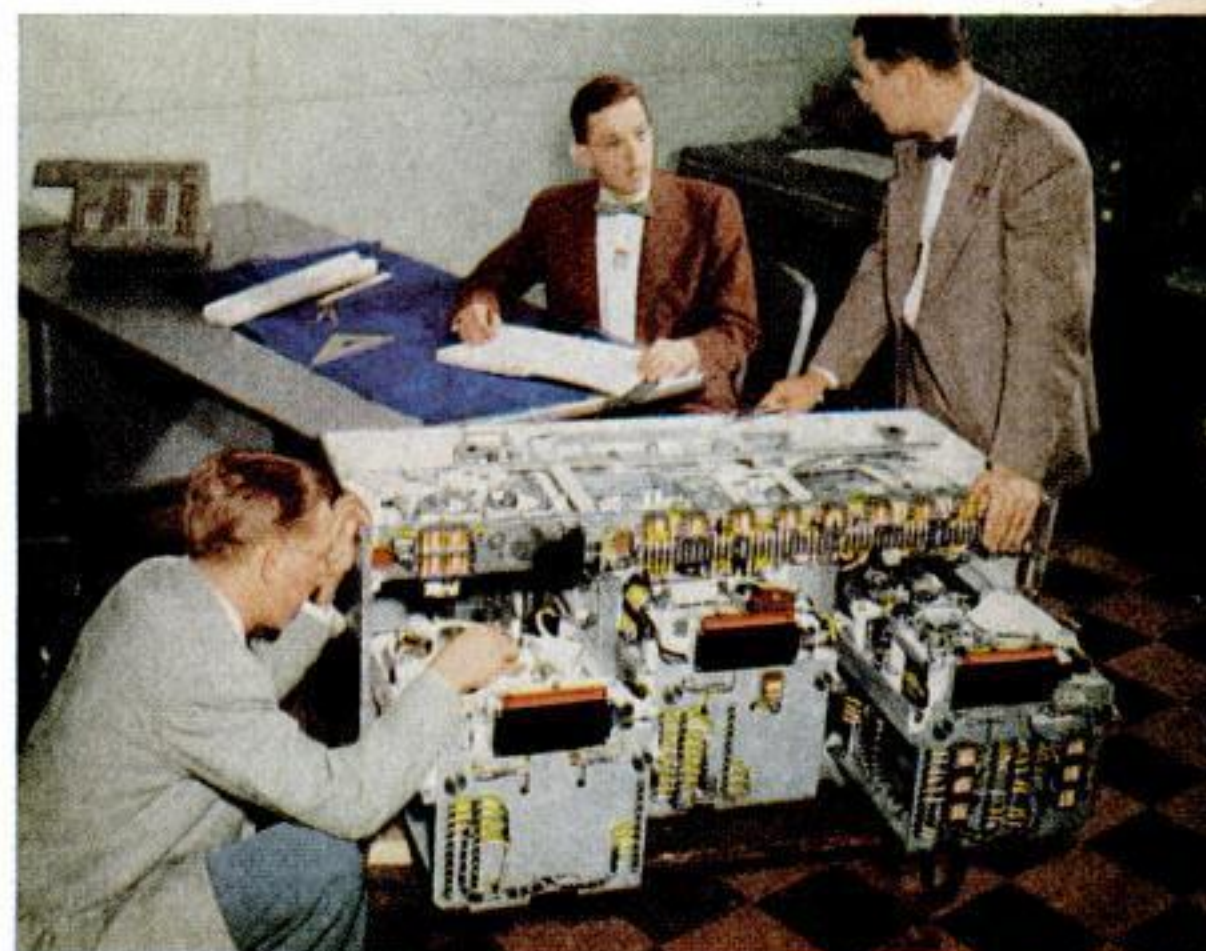
You can put your confidence in—
GENERAL  ELECTRIC



TESTING in every stage of production is part of the task of seeing that Navy's rigid specifications and requirements are constantly met.



PRODUCTION of such intricate equipment as this gun director demands ever-improving techniques and up-to-the-minute facilities.



ENGINEERING leadership is basic for America's defense. Production of a complicated computer is an engineering triumph.

Copyrighted material

What a lovely thought!

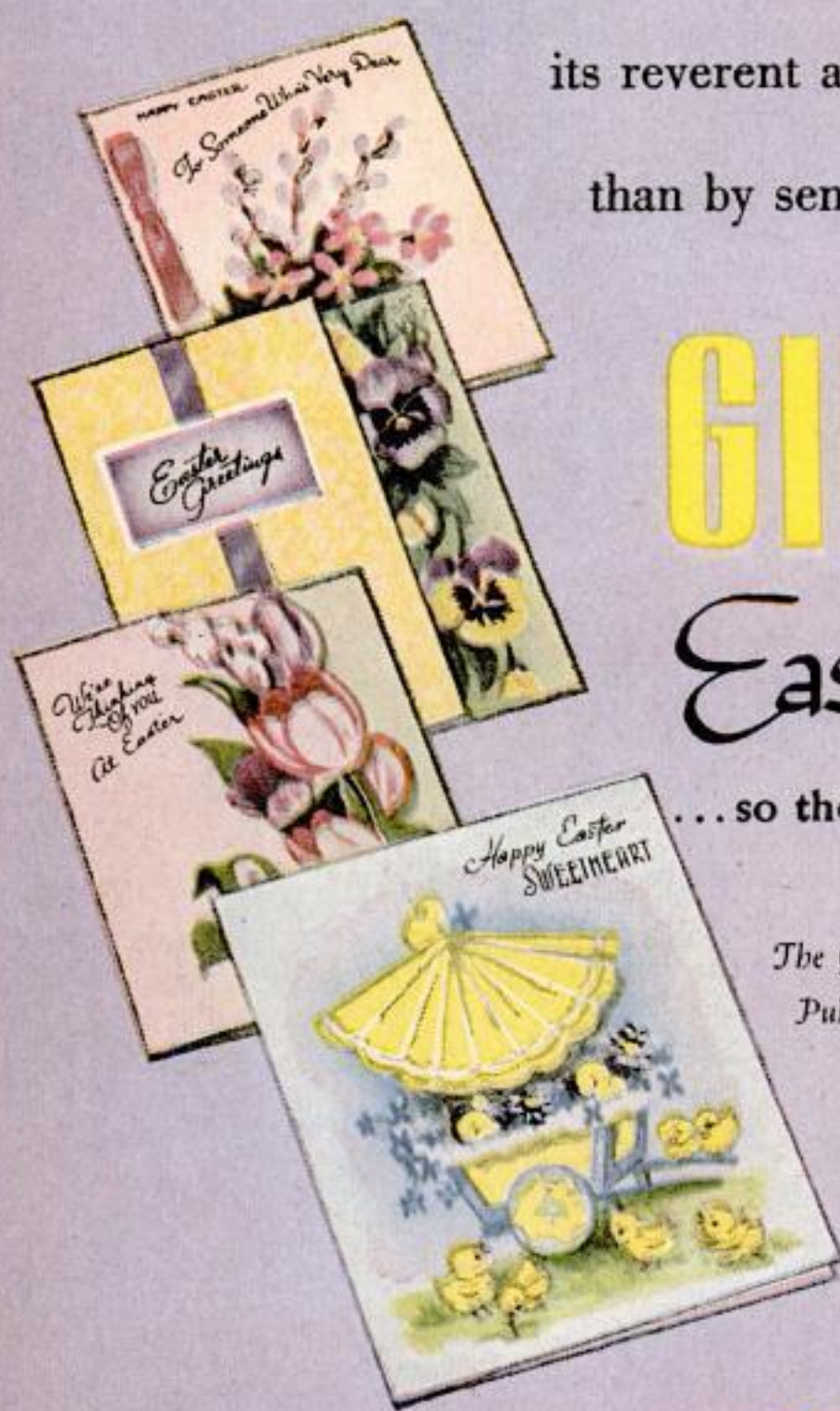
There is no lovelier way to share your hopes
and prayers of Eastertime in all

its reverent and joyous beauty
than by sending appropriate

GIBSON Easter Cards

... so they'll know you sent the very finest

The Gibson Art Co. • Cincinnati, O
Publishers since 1850





**Put FUN
in
their
Easter
Baskets!**

Decorate their Easter baskets with pieces of Fleer's Dubble Bubble Gum in those gaily colored wrappers. It's the children's favorite penny confection.

Dubble Bubble is also available in 5c packs and larger "take-home" packs.

**Funnies, Facts, Fortunes
in every wrapper**

time to switch to a Swank watch



Handsome, jeweled Swank watches are anti-magnetic, sturdy, accurate, thinner and completely dependable with a one year guarantee. Leather strap, unbreakable crystal, sweep second hand and luminous dial. At jewelry, drug and cigar stores everywhere. **Only \$6.50 plus tax.** Additional shock-resistant styles at slightly higher prices.

SWANK WATCH CORP., N.Y.C., N.Y.

AEROWAX

SAVES YOU

up to 28¢ a pint!



"Kitchen-Tested"
for Brighter Floors, Lasting Lustre

JUST MEANT FOR LENT



Colony

**PERMANIZED
construction**

there's a
COLONY
dealer
near you

**SOLID ROCK MAPLE and hard-
wood OPEN STOCK Bedrooms**
Individual Pieces from \$19

COLONY FURNITURE CO., LINDEN, N.J., LITTLE ROCK, ARK.

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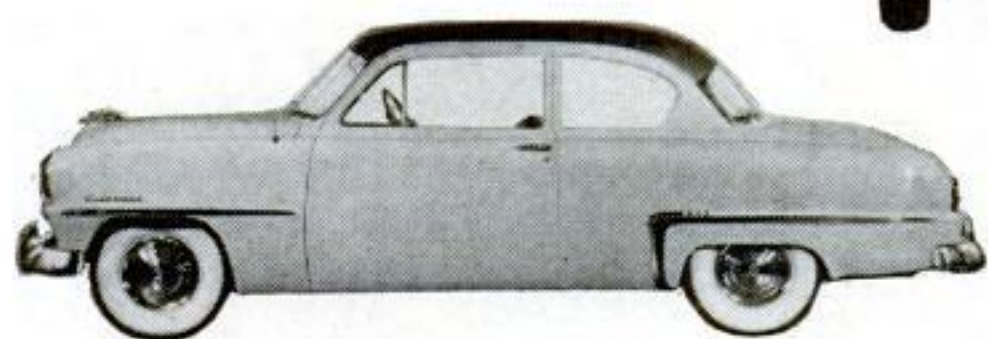
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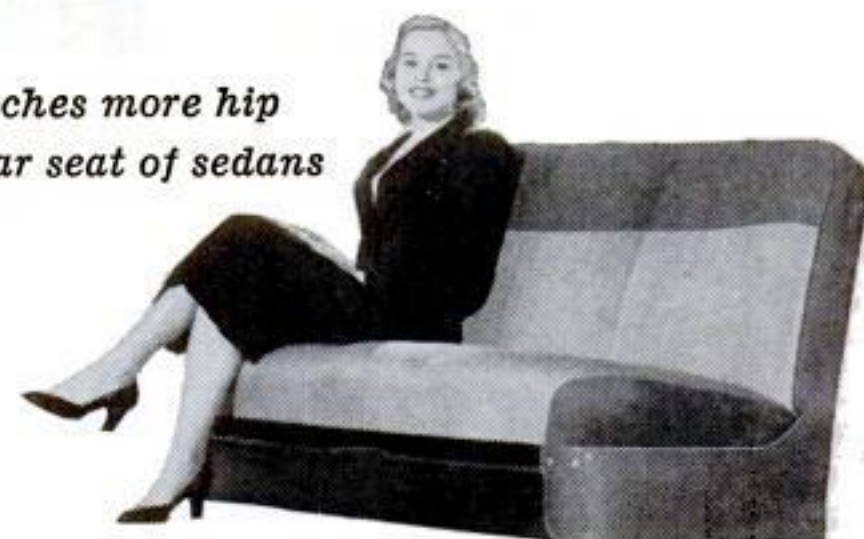


*and you see
smooth new beauty*



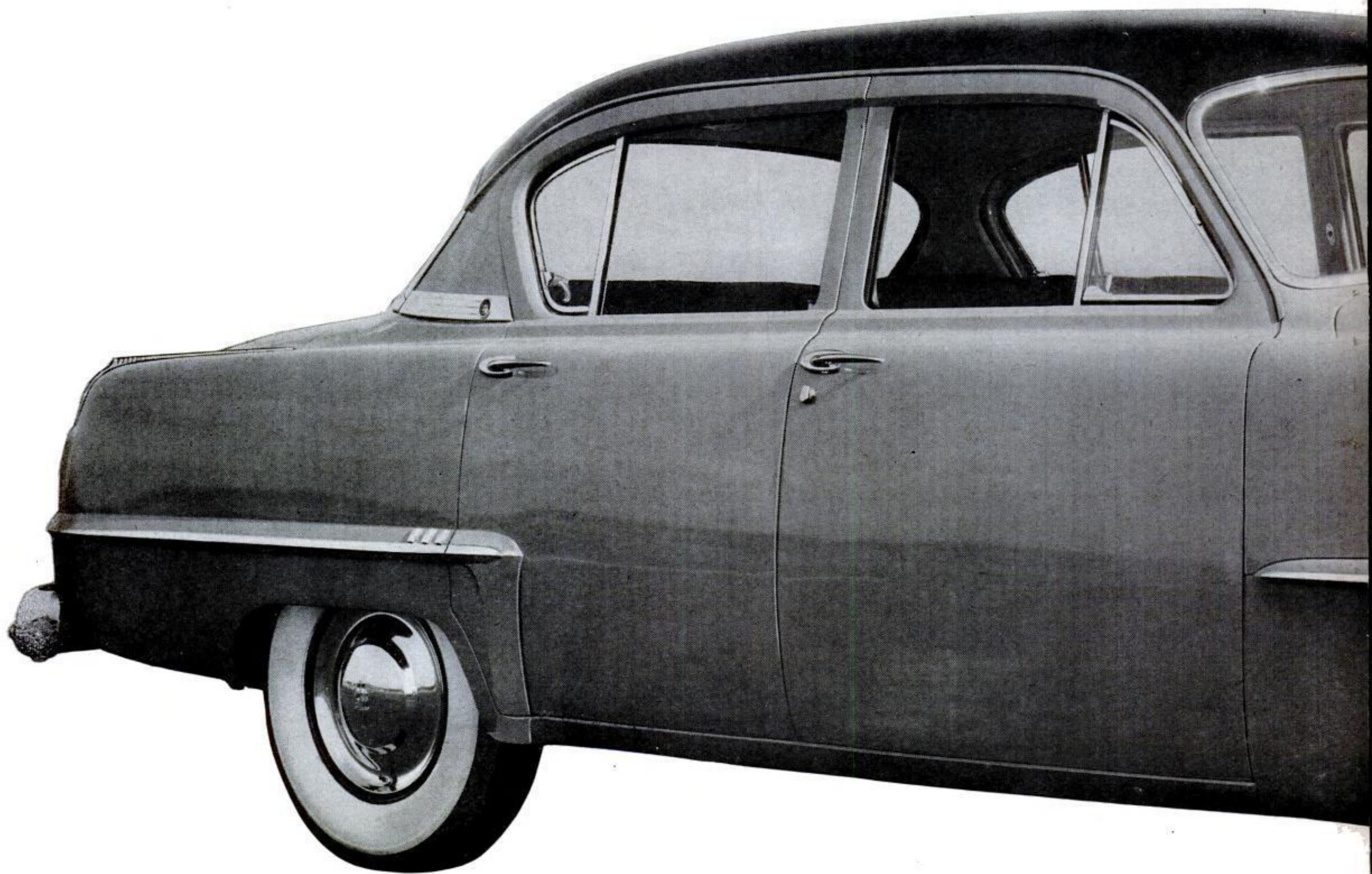
*Get inside it
and you find
lots more room*

*for example, 8 inches more hip
room in the rear seat of sedans*



new '53

Plymouth



there's more quality in it—you get more value out of it

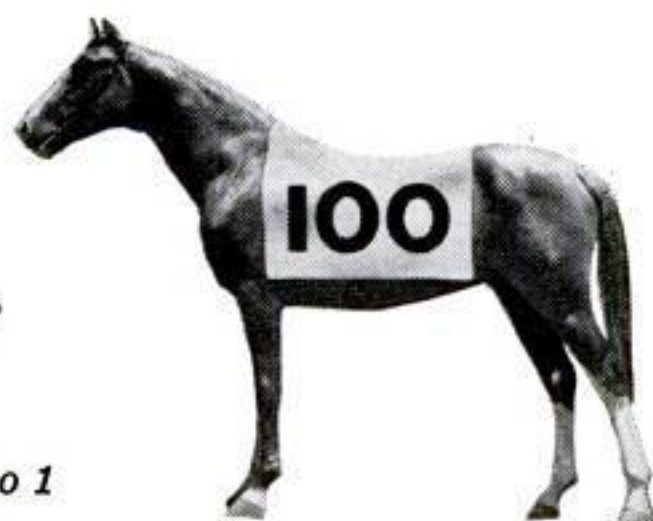
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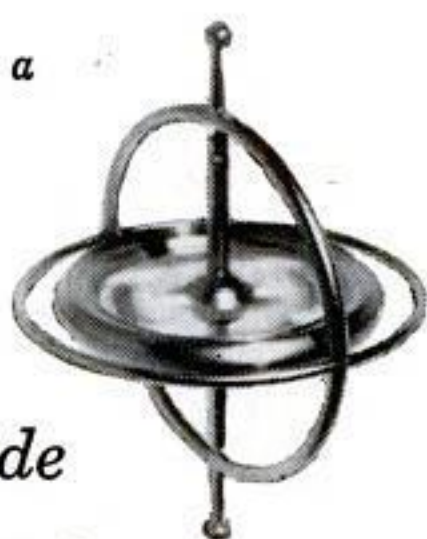
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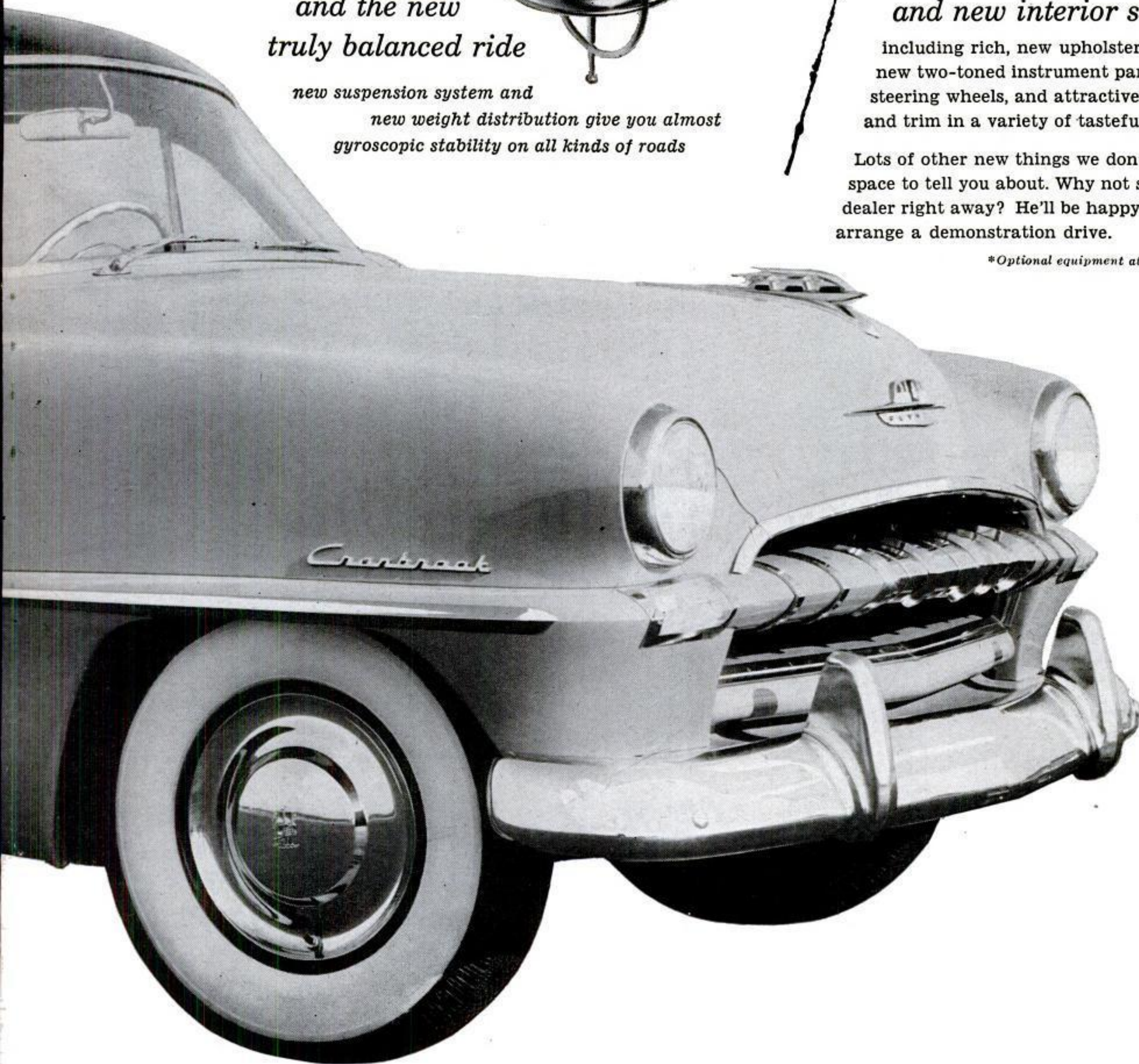
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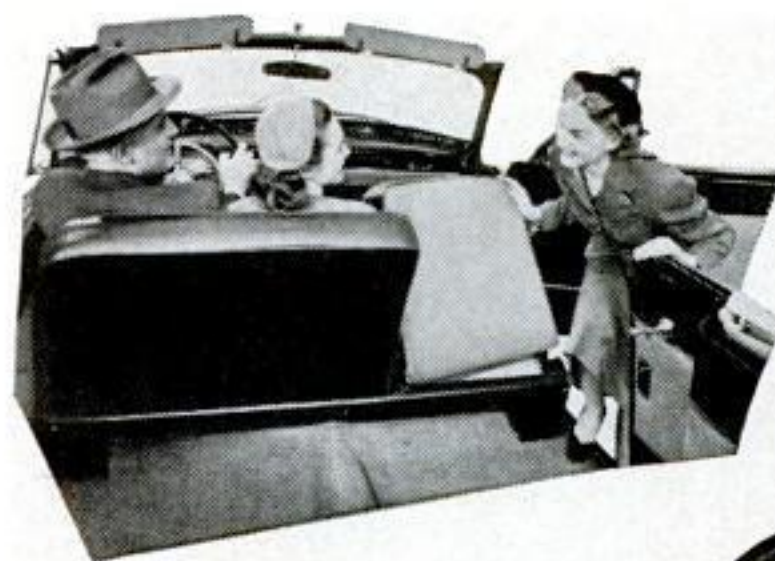
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from many colors and models including the all-purpose *Suburban* and *Savoy*, and these completely new vehicles:

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such as a front seat in two-door models that's divided $\frac{1}{3}$ - $\frac{2}{3}$ so a rear seat passenger can get in or out without disturbing front seat riders... and dazzling chrome wire wheels*.

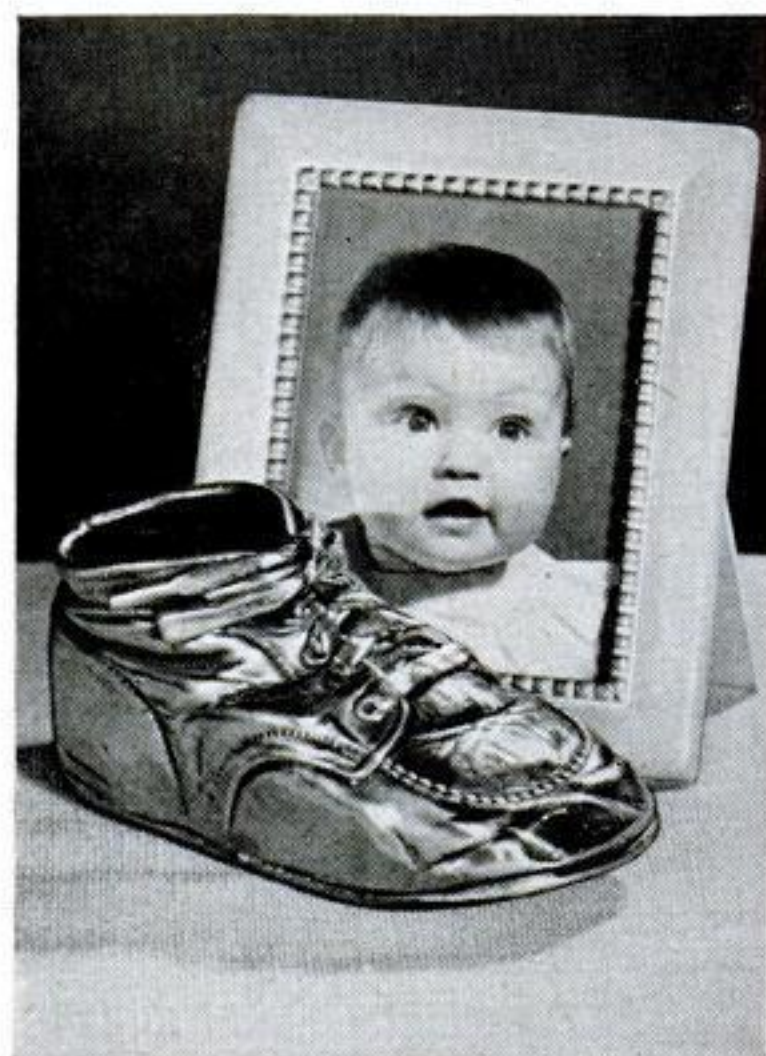
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LETTERS TO THE EDITORS

CANDIDATE'S STORY

Sirs:

I know of only one better statement—the Gettysburg Address—of what it means to be an American ("Candidate Tells Candid Story," LIFE, March 2). Adlai Stevenson's stature increases in defeat.

MICHAEL MCGIFFERT

New Haven, Conn.

Sirs:

My vote against Stevenson was not lightly made nor without admiration for his unique, fairly fought campaign. The deviousness of the man in his "candid" story, however, makes me ashamed of the grudging support I gave Eisenhower.

VERNON PINTO

Jamaica, N.Y.

Sirs:

The article is the finest piece of political philosophy I have ever encountered. Here is a man, wise without being cynical, who holds his values high enough to know that even a small step in the right direction is worth every effort.

GERTRUDE ROBERTS

New York, N.Y.

Sirs:

After the battle for rule of the U.S. the victor does not hunt down the loser with imprisonment and death. Instead he joins hands with him. The Eisenhower-Stevenson handshake should be Picture of the Decade!

WILLIS H. P. SHELTON

Starlake, N.Y.

Sirs:

... There is nothing more tiresome than the self-anointed and self-appointed moralist, which Stevenson is determined to become, and the thing which astounds me is that the "one-party press" continues to record his self-approbation.

R. V. HAWKINS

Binghamton, N.Y.

Sirs:

I agree with everything Adlai Stevenson writes except for one minor inaccuracy: Eschweiler is not near the Ruhr River but on the Rur River (spelled Roer in Holland). The Ruhr is to the east of the Rhine, the Rur to the west.

GERARD W. SPEYER

Dobbs Ferry, N.Y.

BATS

Sirs:

Thanks to "Bats" (LIFE, March 2) millions know for the first time what bats really look like. The five portraits in your "rogues gallery" represent some of the finest nature photographs ever published. Having personally handled 50,000 bats, I know they do not sit complacently for their portraits. Also, you show that U.S. bats are useful, interesting and harmless.

A huge percentage of the prewar population of 20 million U.S. bats was "expended" during World War II in perfecting the most fantastic of biological warfare projects—air raids with bats carrying incendiary bombs—as shown at right by LIFE on Feb. 16, 1948. Most of the bats for the project came from the cave LIFE pictures and other caves in the Southwest. As the incendiary bats secreted themselves in thousands of crannies in enemy cities, they would have set thousands of hard-to-reach fires. Bat bombing might have been as crippling as atom bombs to Japanese cities with far less loss of life. But "Project X-Ray" was evidently abandoned only because atom bombs promised to be more instantaneously devastating.

CHARLES E. MOHR
Director

Audubon Center
Greenwich, Conn.



Sirs:

We feel the bat is most maligned and your article should help the public realize that the bat isn't just "spooky" but serves a very beneficial purpose.

They also make interesting household pets, as demonstrated by this picture (below). It shows my husband during a feeding session of our five bats (only four shown). They come to the hand for small worms or moths, often staying right on the hand to dine. These are big-eared desert bats.

MRS. RICHARD L. CASSELL

Redondo Beach, Calif.



HOUSEHOLD BATS

Sirs:

Like the Chinese, I hold the bat in reverence. Imagine—all sound and air and swift flight! Older than man! In their florally beautiful ears shimmering with glistening hair, their gently presentative noses, their air-filled little bodies, their long slim arms and living wings they have achieved some of the highest beauty of which mammalian flesh is capable. ... As for vampirism, the "philosopher bat" doesn't kill; he simply borrows. We parasitize milk and eggs in the same manner.

LOU HARRISON

New York, N.Y.

NEW ZEALAND BEEF

Sirs:

At this point, the supermarket ("Steak: 39¢ lb.," LIFE, March 2) is offering five pounds of steak free and a copy of LIFE to whoever can identify himself in your picture. Unfortunately I'd retired to a neutral corner when your cameraman snapped the mob.

MRS. PAUL MITCHELL

Waltham, Mass.

● 300 beef-buyers claimed they could find themselves in LIFE's picture, received 1,500 pounds of free steak. On a recount LIFE found only six clerks and 181 people in the photograph including those with backs of heads to the camera.—ED.

FATHER FEENEY

Sirs:

Since the development of the absolute Papacy by Gregory in 590 A.D., the Popes have uttered what Father Feeney dares to preach ("Father Feeney's Excommunication," LIFE, March 2). If the Roman Church admits there is salvation outside it, then the Reformation is thoroughly vindicated, and the sacramental system of the Catholic Church is valueless.

The recent ruling that "salvation by invincible ignorance" is possible is pure deception and will not stand the light of

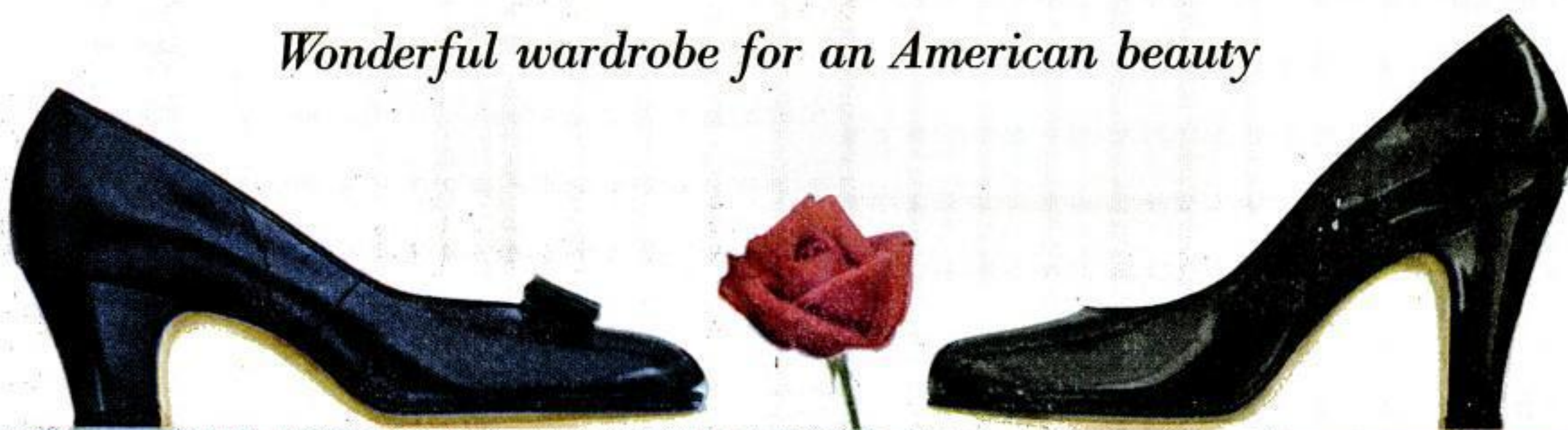
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Invitation . . . Smart detail adds a distinctive touch to this *elasticized* pump. So at ease with suits and dresses . . . a perfect all-around wardrobe shoe!

famous for **fashion**
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Rafield . . . Nylon mesh and velvety suede combined in a wonderfully wearable, walkable platform sandal . . . slip into it for teas, bridge, a trip to the zoo with Junior!



Vitality **wanderlust shoes from \$8⁹⁵**
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Peggy . . . You'll wear this casual, comfortable shoe to the market . . . to drive your husband to the station . . . to relax in at home!



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"We clocked him at 80..." says Chief Ray Brink of Chatham, N.J.



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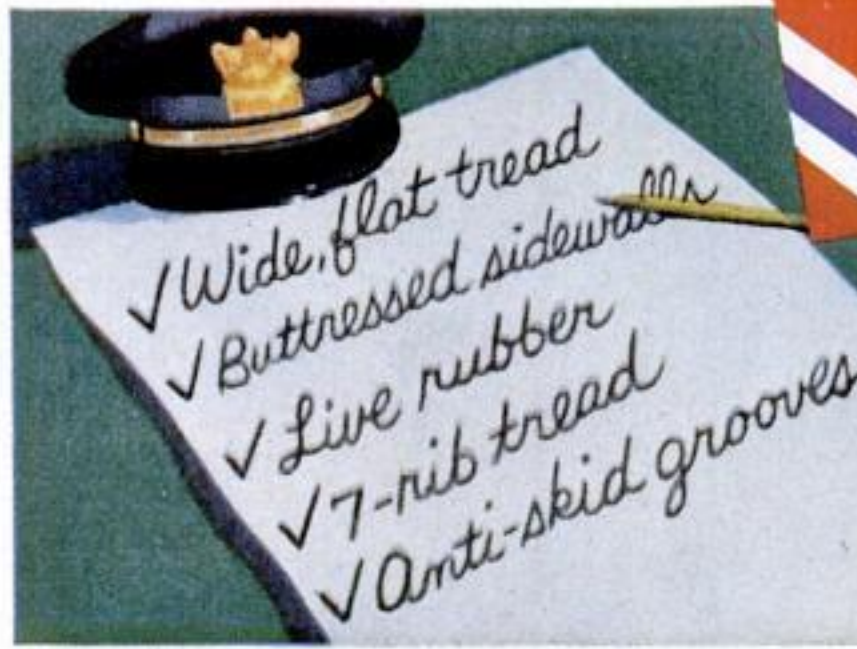
"No weather's bad enough to stop a squad car. Our tires have to be able to take us anywhere... anytime."



"Especially in case of fire or accident we need tires that are absolutely dependable. We have to travel fast, because it's our job to get there first!"



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"My dealer checked off a few of the many advantages of Atlas tires. Told me how they add up to unbeatable value."

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LETTERS TO THE EDITORS CONTINUED

honest investigation. Personally I congratulate Father Feeney for preaching what his church has taught him.

ROBERT L. ORR
Pastor

First Baptist Church
Dyersburg, Tenn.

● Father Feeney's position conflicts with the attitude long held by Papal authority toward non-Catholics. Pope Pius IX in 1854 published an Allocution holding that "those who labor under ignorance of the true religion, if such ignorance be invincible, are not held guilty before the eyes of the Lord."—ED.

Sirs:

It will be interesting to note how Father Feeney takes his excommunication since he holds non-Roman Catholics cannot be saved. What a terrible experience to pass death sentence upon oneself.

JAMES E. FARRELL
Pastor

Winslow Christian Church
Winslow, Ind.

Sirs:

You stated: "The Uberti have tried to break into the headquarters of Father Feeney to see Evelyn, and once reported buildings were overcrowded, hoping to get them closed." This is false. We never tried to break in anywhere for any reason. We have tried to see our daughter by waiting outside Feeney's headquarters . . . but have never tried to enter. Together with other parents we once reported a fire hazard at the various buildings hoping to have them put in a safe condition.

It was a shock to find you had singled out the Uberti case to emphasize. (This makes it seem as if Evelyn were the only case.) It would be well to point out that many other "disciples" have left home, say they owe their parents nothing and like Evelyn do not speak or write.

MRS. JOSEPH J. UBERTI
Waltham, Mass.

MAYOR vs. HOT MIKES

Sirs:

Well, I'd certainly like a look at the beauty queen whom the mayor of Lethridge, Alberta was introducing when he fell into the clutches of two hot mikes (Picture of the Week, LIFE, March 2).

MARGARET HILLER
Cincinnati, Ohio



BEAUTY QUEEN DONNA GLOCK

DARWINIAN EMOTION

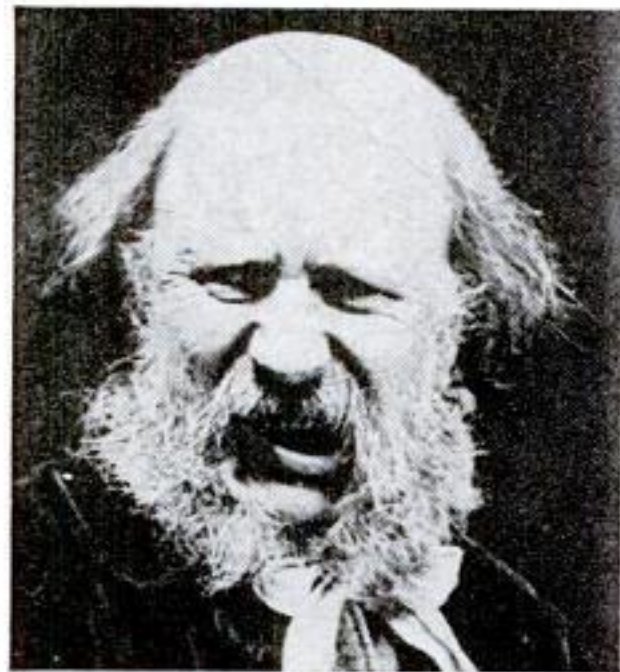
Sirs:

Since you did not credit the photographers, it may be of interest that several of the photographs used by Darwin to explain emotional expressions ("Speaking of Pictures," LIFE, March 2) were the work of the Swedish-English photographer, Oscar G. Rejlander (1818-1875).

HEINRICH SCHWARZ

Rhode Island School of Design
Providence, R.I.

● Rejlander was also the model for picture showing "disgust" (below) used in the story.—ED.



PHOTOGRAPHER REJLANDER

KNOLL FURNITURE

Sirs:

In "Drum Beaters for Modern," (LIFE, March 2) you describe some new Knoll tables as having "formica" tops. Formica is not a kind of material. Formica is a brand name. Formica is always spelled with a Capital F.

L. J. FRANCISCO

The Formica Company
Cincinnati, Ohio

SECRETARY McKAY

Sirs:

We were dismayed to read that Douglas McKay ("Secretary of the Interior: Douglas McKay," LIFE, March 2) "went to agricultural college." He went to Oregon State College, far from a mere agricultural school.

NELL CHAPMAN SIMMONS
Greeley, Colo.

● In addition to its agricultural school, Oregon State College has schools of business, engineering, forestry, home economics, pharmacy, etc.—ED.

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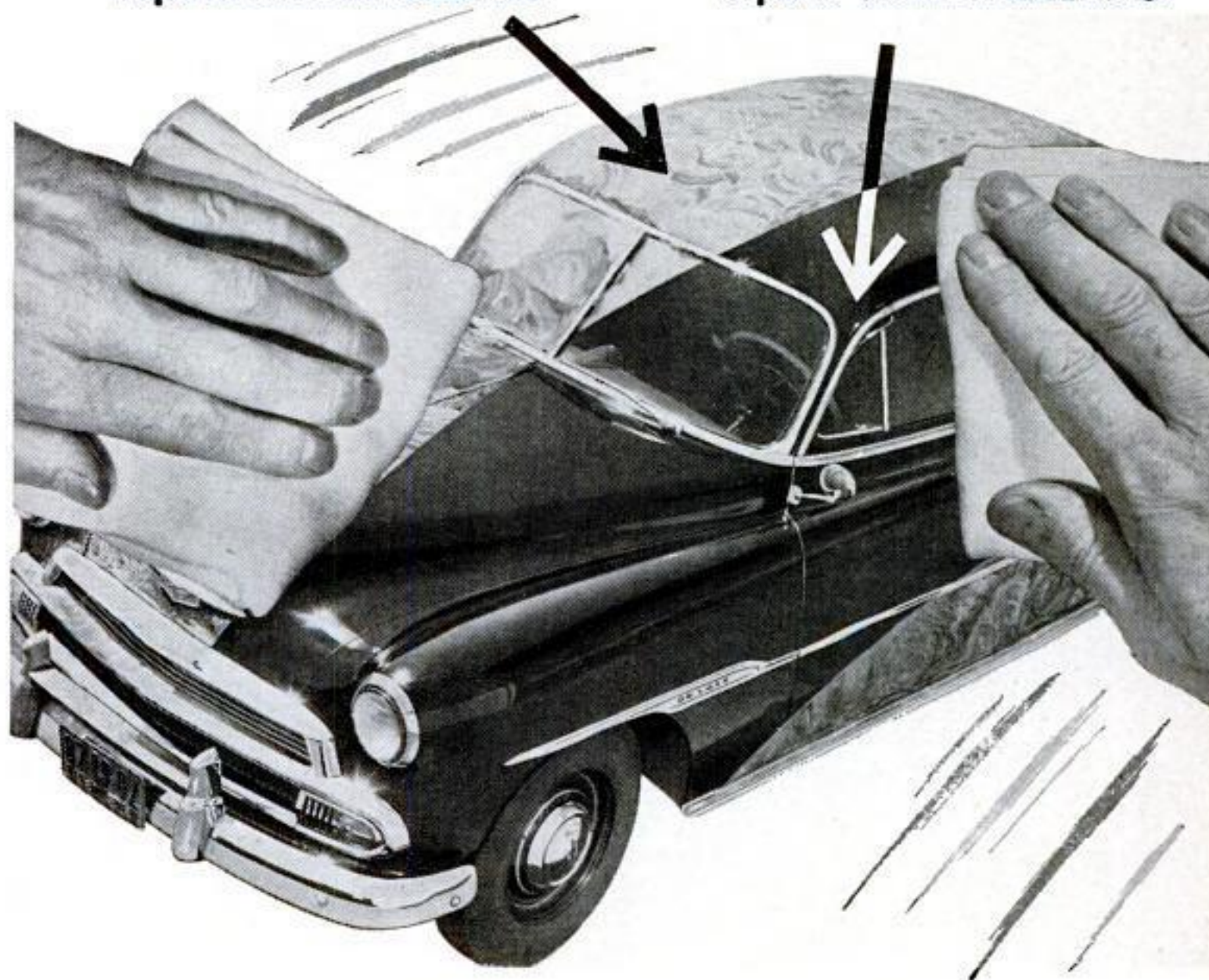
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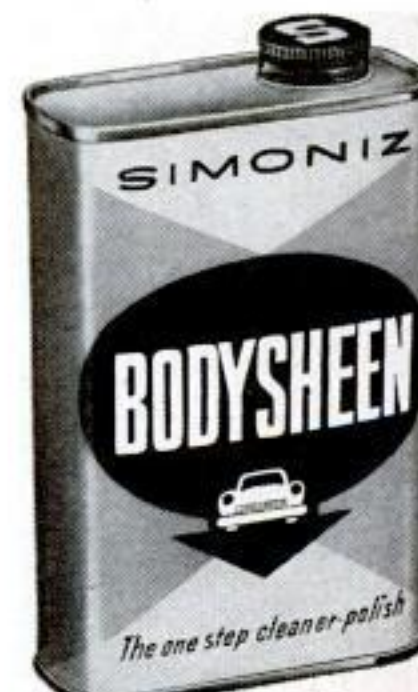
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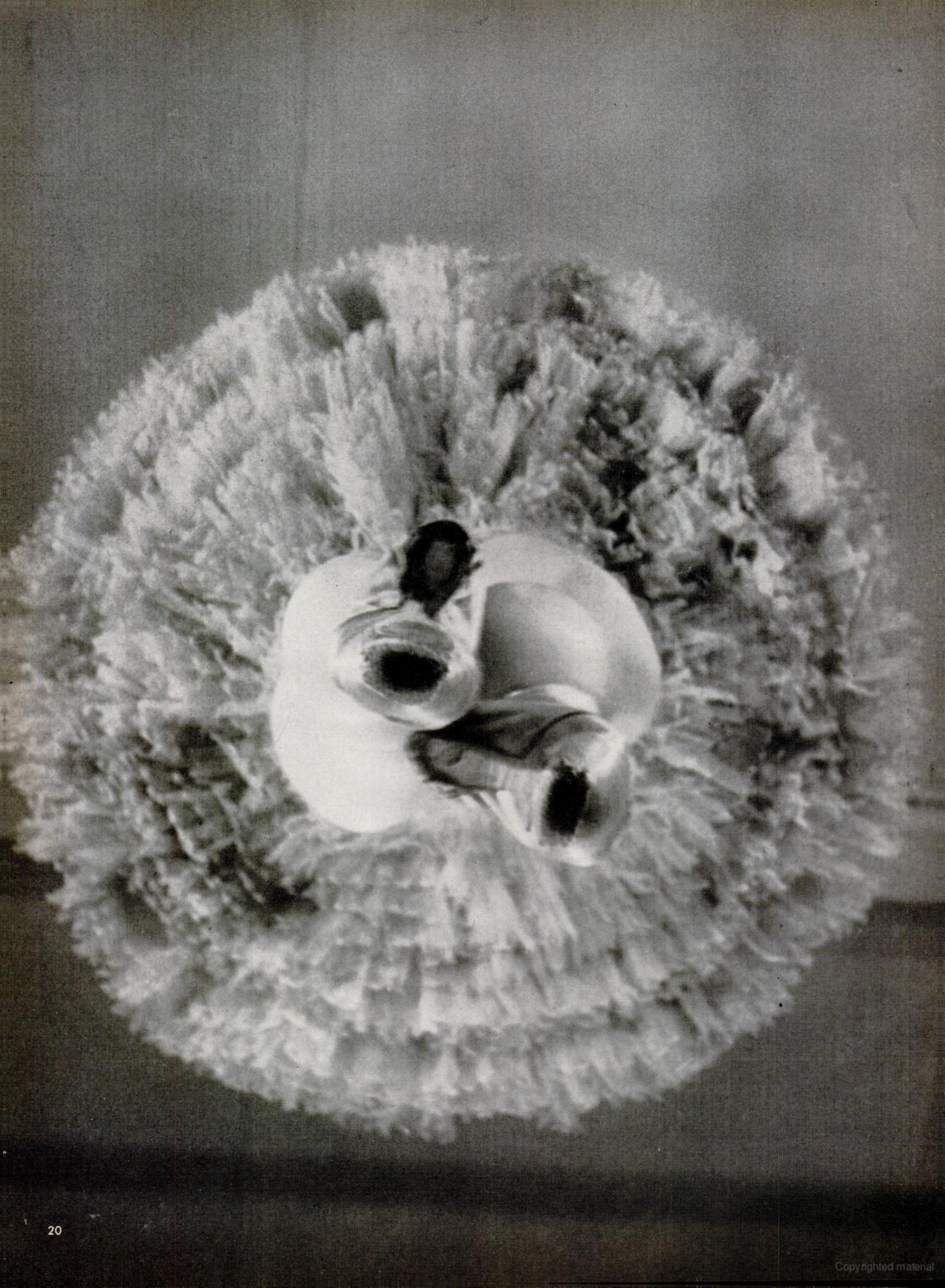
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big

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TOES OUT, smiling Ballerina Valerie Taylor bends from the waist down to tighten loosened shoelace on her dancing slipper.

SPEAKING OF PICTURES

400-year-old art acquires
startlingly different look

The evanescent beauty of ballet, which Ballerina Anna Pavlova once compared to the delicate flutterings of a butterfly, has been a perpetual challenge to painters and photographers. No one captured the haunting gracefulness of the classic dance better than the great French impressionist painter Hilaire Degas, but even he drew his dancing figures in conventional views as they might be seen through anyone's eyes.

Now a recent photographic experiment in London finds a new and striking look in the 400-year-old art of ballet. The pictures on these pages are bottom-side views of Valerie Taylor, a 21-year-old member of the renowned Sadler's Wells Ballet, who gives the illusion of having been photographed while suspended in mid-air. To see how they were taken, turn the page.

ARMS OUT and her fingers extended gracefully, Valerie simulates bow made to a ballet audience at the final curtain call.

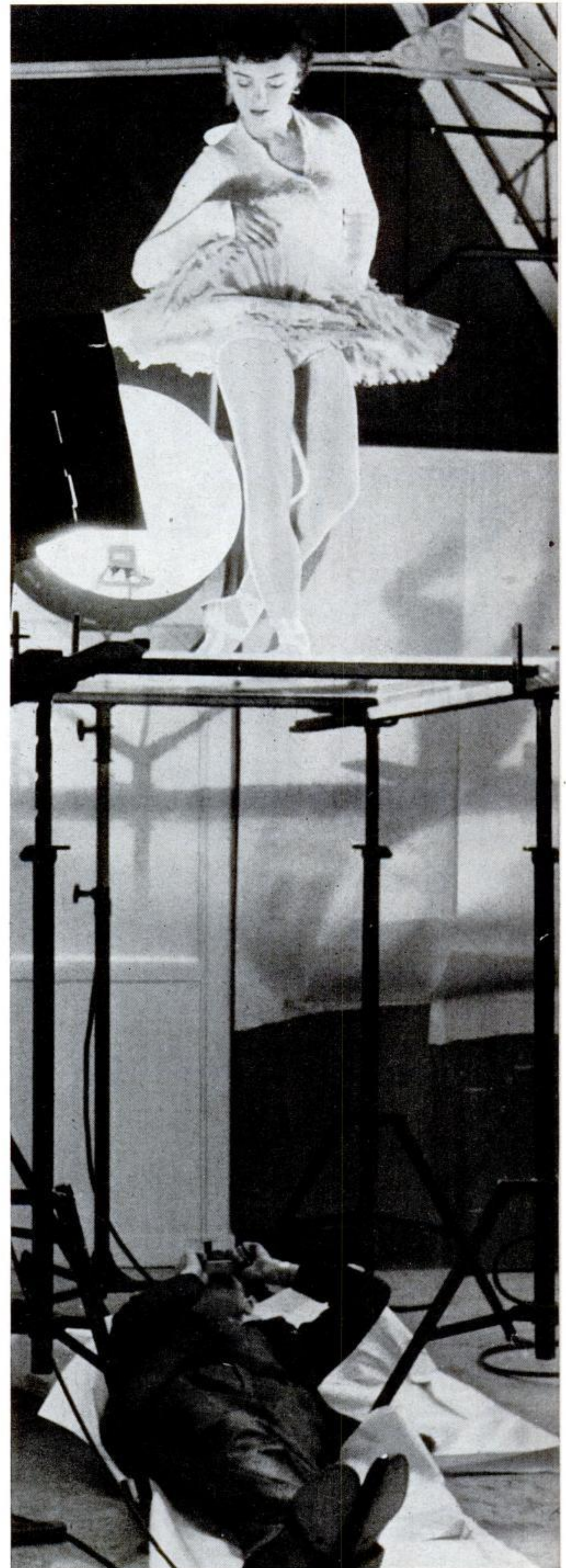
RUFFLED SKIRT, seen from directly below, resembles blooming flowers as Valerie stands on her toes in classic ballet stance.



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HOW PHOTOGRAPHS WERE TAKEN is shown in this picture of Taylor assuming pose on a sheet of clear plastic resting on platform six feet above the floor. London *Daily Mirror* Photographer Freddie W. Reed, lying on his back with camera in hand, thought of the idea and took the pictures.

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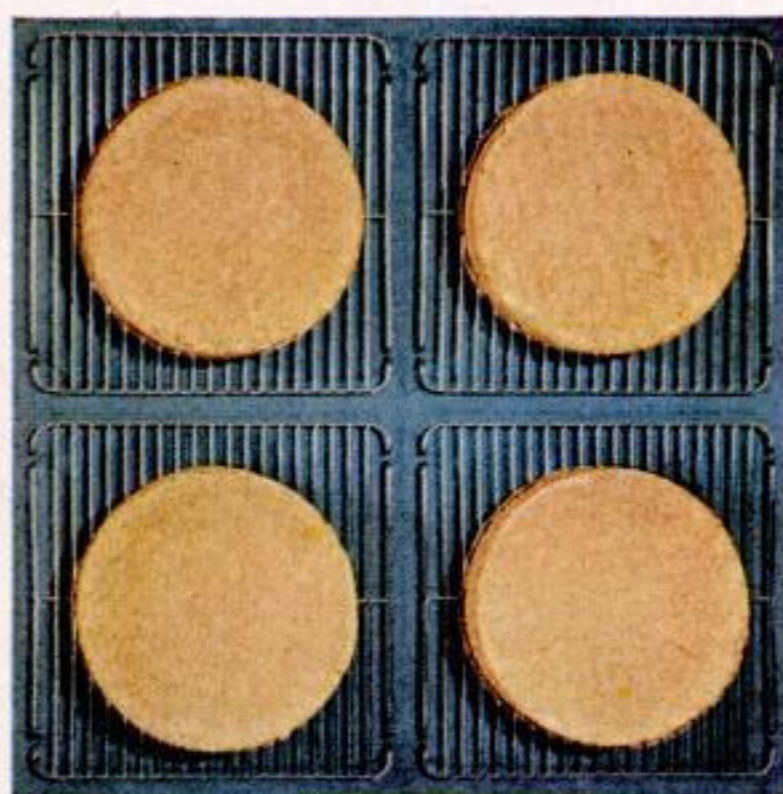
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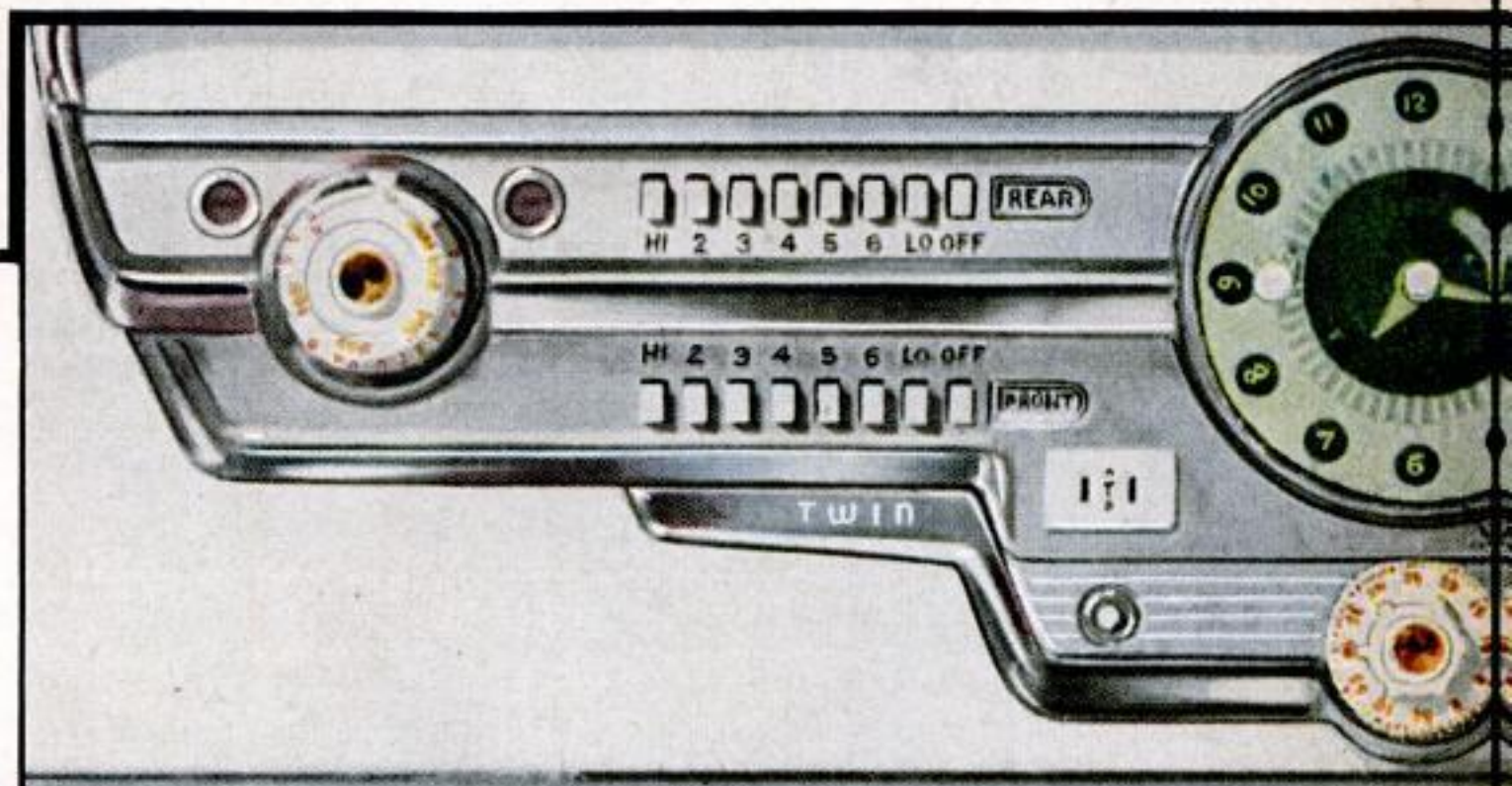
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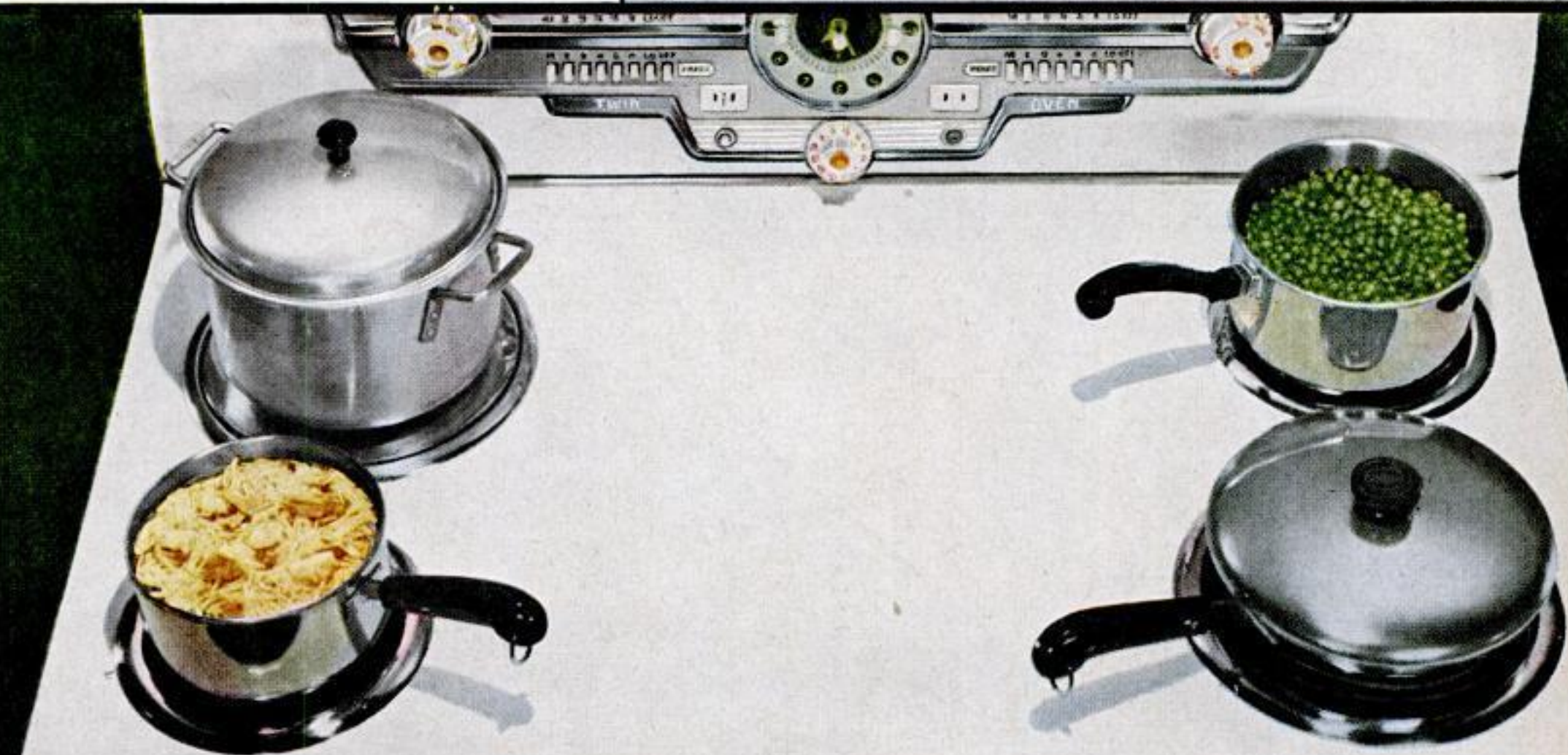
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MALENKOV IS MOVED NEAR STALIN AND MAO IN "PRAVDA'S" 1953 VERSION (RIGHT) OF 1950 GROUP

OUR VOTE IS 'NYET' ON RETOUCHING HISTORY

In his frightening description of a Soviet-style world in the novel *Nineteen Eighty-Four* the late George Orwell described the way totalitarians went back into newspaper files to re-write history: "As soon as all the corrections which happened to be necessary in any particular number . . . had been assembled and collated, that number would be reprinted . . . and the corrected copy placed on the files in its stead. . . . Day by day and almost minute by minute the past was brought up to date. . . . All history was a palimpsest, scraped clean and reinscribed exactly as often as was necessary."

As if to prove Orwell factual, the official Soviet newspaper *Pravda* got busy last week on the history of 1950 (above). To LIFE's horror and disgust, the paper doctored a photo to make the new premier a bigger wheel than he actually was.

The bosses of *Pravda* have many and devious ways of demonstrating that they are not journalists. We are particularly ashamed of them for being so ham-handed about phonying up pictures when honest pictures can be so imaginative.

The Russians, for instance, are famous for their ballet, but have they ever thought of showing the fluffy elegance of a dancer's skirt as you see it on page 20? There are more curiosities in nature than man can invent, as witness the gull (p. 37) which gets along with an arrow in its body.

It is hard to capture a memory but who will say, after looking at the sensitive color photographs in the Mackenzie King story on pages 109 through 118 that it can't be done? And it is easy to confront parents with a nightmare in the form of an Idaho fad for zany haircuts (pp. 123-126).

LIFE occasionally retouches photographs to repair an old print, remove confusing but nonessential detail or for reasons of decency or national security. We don't want to fool anybody—and even if we did we couldn't get away with it. Our readers are smart and have long memories. Any attempt to retouch history would produce a flood of protesting letters to the editor. Some *Pravda* readers have long memories too but somehow they don't vote "nyet" (no) even in a letter.

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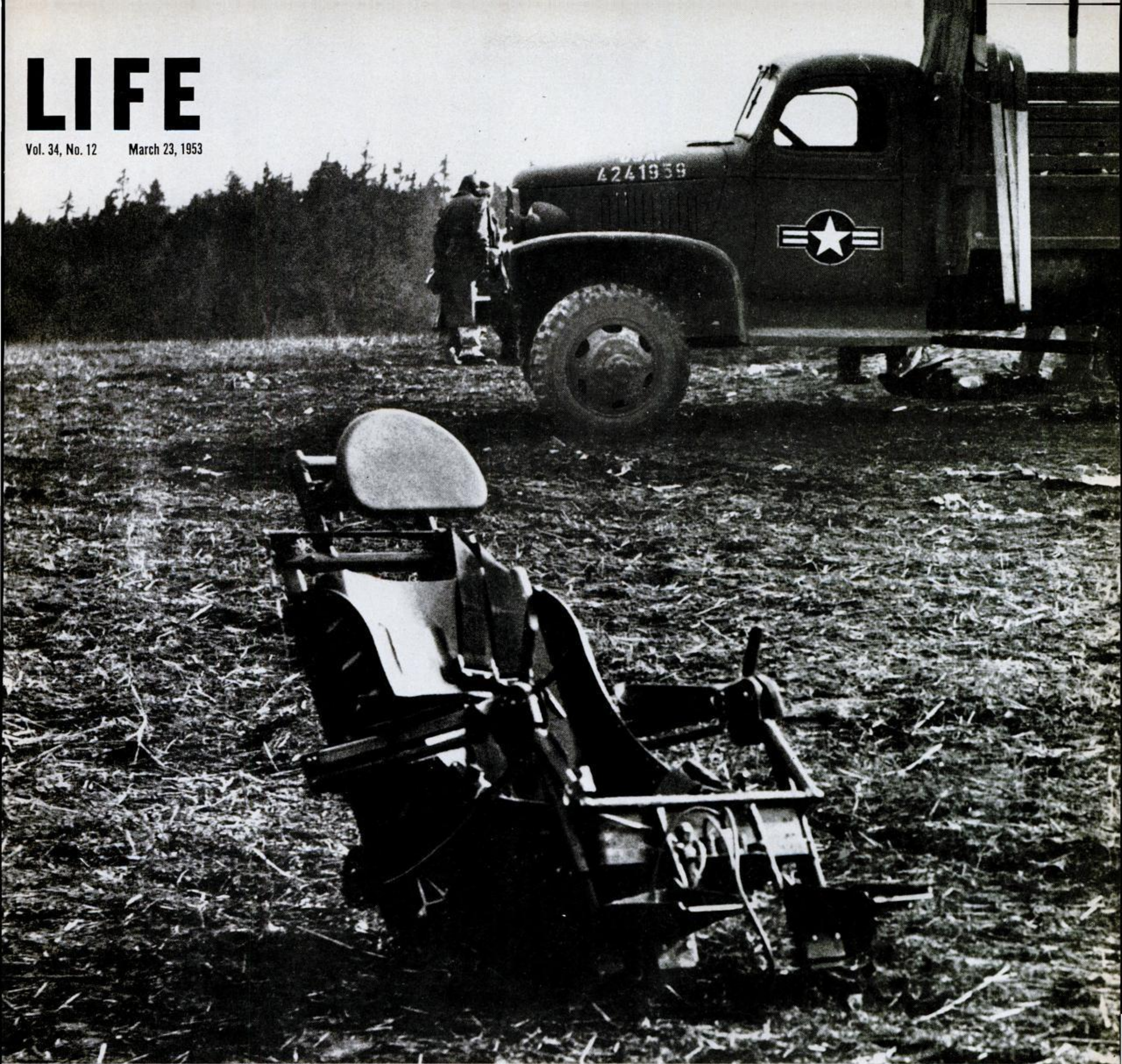
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EJECTION SEAT OF U.S. F-84 SHOT DOWN BY CZECHS RESTS IN A BAVARIAN FIELD WHERE IT CAME TO EARTH. AN AIR FORCE CREW HAS COME TO PICK IT UP.

EPILOGUE TO A FUNERAL

A PLANE SEAT JETTISONED AFTER RED ATTACK POSES QUESTION FOR THE WEST

Any hope that Josef Stalin's death might ease the tension between the free nations of the West and the Iron Curtained monolith of the East was abruptly shattered last week. Barely 24 hours after the Soviet dictator was buried in Moscow amidst protestations of peace, Czech airmen flying Russian MIGs crossed 10 miles into the U.S. zone of Germany, jumped two F-84 jets and sent one of the American planes crashing to earth. The pilot who bailed out lived to tell in his own words (*pp. 30-31*) the chilling account of the unprovoked assault. The ejection seat (*above*) in which the pilot catapulted from his shattered plane was found in a field near Falkenstein in Bavaria, evidence of the Czechs' wandering warring ways.

Two days later two more MIGs, this time flown by Russians, shot down an old British bomber near Germany's East-West frontier. The British fliers were less fortunate than the American. All seven of their crew were killed in the crash or died later. Strongest protests of the cold war came from both the U.S. and England; London bluntly called it "murder."

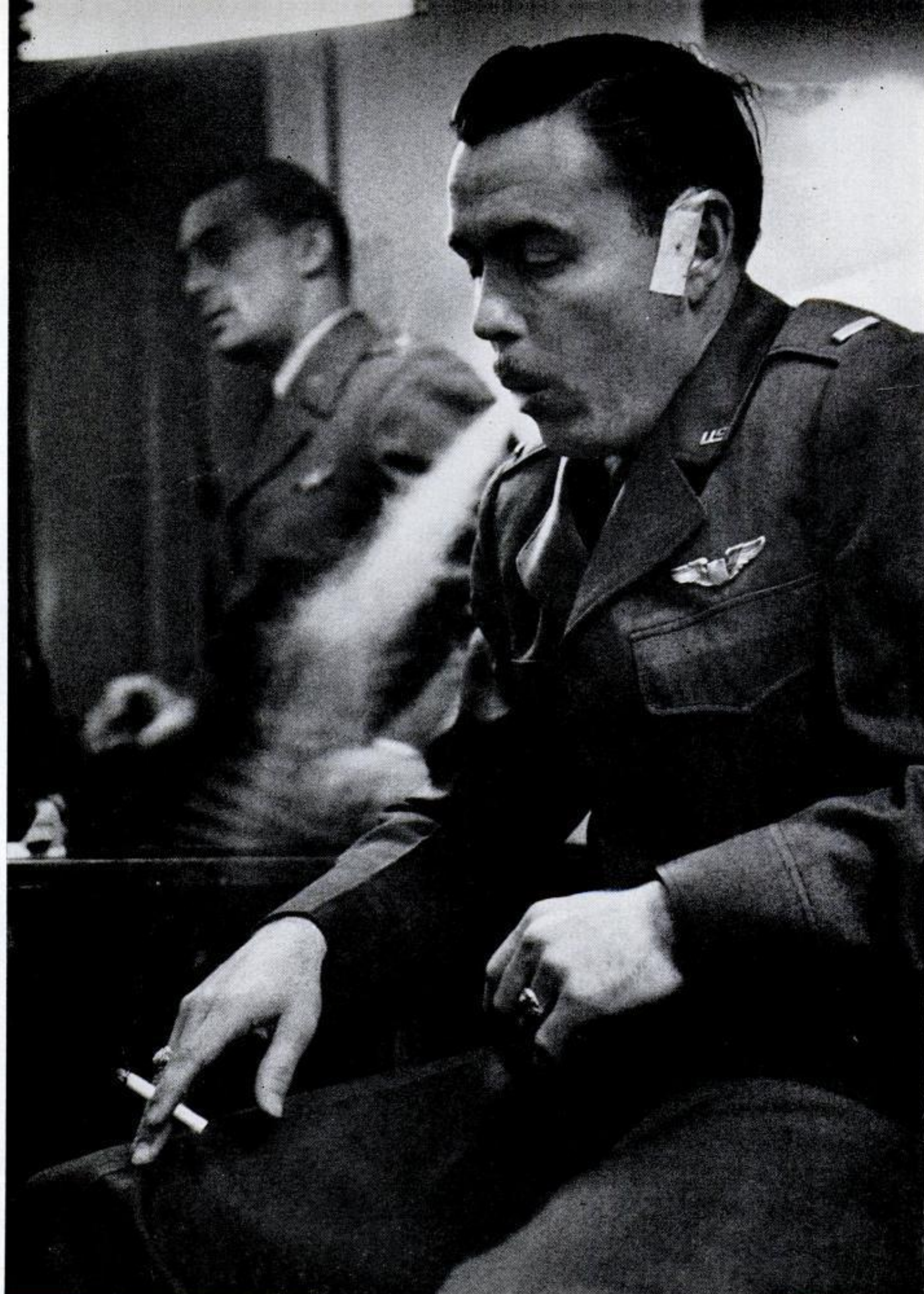
Whether the Reds and their satellites were trigger-jumpy from the tension following Stalin's death or had started on a program of provocation was not clear. U.S. pilots were ordered to shoot it out if attacked, but the statesmen of the West were determined not to be panicked into anything that the new rulers of the Kremlin could misinterpret as aggression.



FRAGMENTS OF F-84 are dug out of a snow-covered slope in Bavaria, where plane fell, by Air Force troops and green-uniformed German police.



TWISTED WRECKAGE is carted away by U.S. Air Force truck. Although miles from Czech border, Czechs said U.S. planes violated their "air space."



PILOT WARREN BROWN, safely returned to his base and wearing bandage over the ear scraped in parachute jump landing, thoughtfully recounts

the story of the Czechoslovakian MIG's attack on his plane. In the background is his companion on the ill-starred patrol flight, Lieut. Donald C. Smith.

Lieut. Warren G. Brown, 30-year-old sandy-haired fighter pilot from Denver, flew 100 missions over North Korea last year, 30 of them in Sabre jets. He arrived in Germany in October. Together with Lieut. Donald Smith, 24, of Marysville, Ohio, he was "scrambled" at 10:40 a.m., March 10, from their Fürstenfeldbruck base to investigate two planes which had been picked up on American radar screens. Following is his account of what ensued.

by LIEUT. WARREN G. BROWN

We took off from "Fursty" at 10:45. It was clear and chill, the kind of a day you don't mind flying on. Smith was leading and I was flying above and behind him at 13,000. Seven or eight miles from the Czech frontier we turned northeast on a 320° heading which parallels the border. That was "SOP" (standard operating procedure).

Suddenly I saw two silvery specks about a mile ahead of us. I called to Smith, "We've got a couple of strangers at one o'clock."

I had seen a pair of strangers like them in the distance the day before. Many border violations have been reported. The trouble is you can never get close enough to see what they are. The planes always dart back over the border. But not this time.

Seconds later I saw one of them sweep in over Smith. "They're MIGs," I shouted over the radio. I had tangled with a MIG-15 once in Korea. He got around behind Smith and I yelled, "You've got a bogey at 5:30."

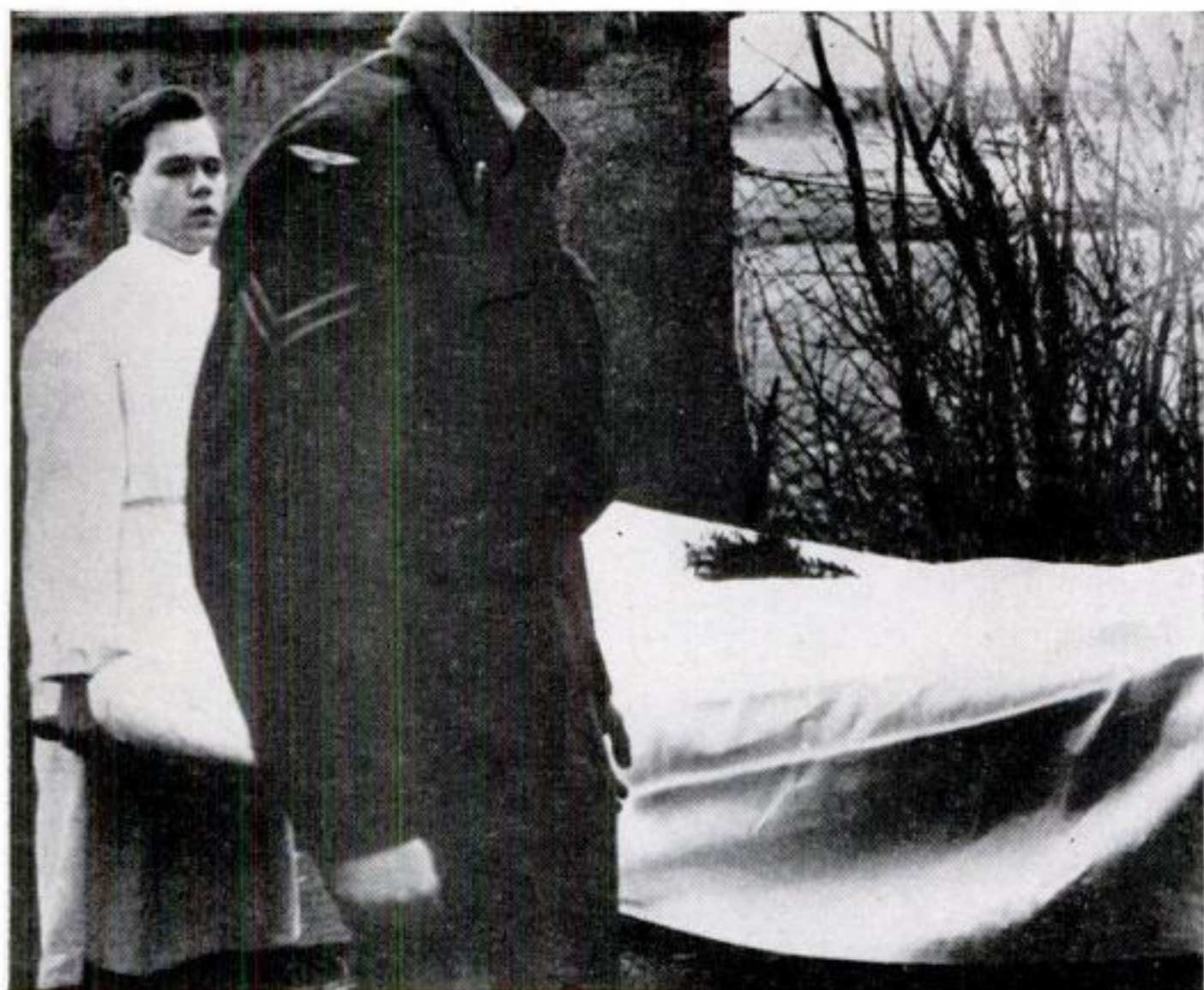
The MIGs veered left and I veered after them. I wanted to see what their intentions were. I kept turning and lost Smith. Then I glanced over my left shoulder and saw I had a MIG on my own tail. I tightened up my turn and made three complete 360° turns. I didn't think he'd shoot at me over the U.S. Zone or I wouldn't have been in that situation. I would have dropped my tip tanks.

The MIG kept turning with me. I didn't want to make any hostile moves. I just kept tightening my turn as much as possible. When

I looked back again he was closed in to less than a thousand feet—maybe 500. Suddenly I saw his guns spurting balls of orange fire. All his guns were blazing. I turned around and pressed against the armor plating for protection. Suddenly the whole airplane shuddered and flipped over, almost on its back. I didn't know where he hit me because I could still control the plane.

I was just recovering, not having much difficulty in bringing the plane out of its dive when I got the orange overheat light. It flashes on when the engine overheats. I thought maybe my tailpipe was cracked and pulled back the throttle to "idle." I yelled to Smith, "I've been fired at. I've been hit."

I don't know what happened to the second MIG. Apparently he'd lost interest in us. I wasn't bothering about him either. I still had my own MIG and my overheat light to worry about. But then my overheat light blinked out. I looked back to see if my MIG was still behind. I couldn't see him but I saw my right



VICTIM OF RUSSIANS, navigator of MIG-riddled British bomber, is carried from a hospital in Lauenburg to a military vehicle which served as hearse. The British insisted RAF bomber was in their air corridor to Berlin when attacked.



A RUSSIAN LOSS, a MIG which a deserting Polish pilot had flown several days earlier to a Danish island (LIFE, March 16), is trucked under tarpaulin covering through the streets of Copenhagen for examination by Allied air experts.



THE MEN BEHIND THE ATTACKS stand guard at Stalin's bier. Members of the Communist party's central committee, they are (left to right): Nikita Khrushchev; Lavrenti Beria, secret police chief; Georgi Malenkov, new premier

occupying the place of honor; Marshal Nikolai Bulganin; Marshal Kliminti Voroshilov and Lazar Kaganovich. As executors of Stalin's political estate, they gave word, if any formal order was given, for post-funeral outburst of aerial activity.

AND THE NEXT SEVEN MINUTES

stabilizer was pretty well shot off. I figured I might still make it back to "Fursty" so I called Smith again for a heading.

I picked up the heading and then for no apparent reason my right tip tank fell off. Later Lieutenant Smith said he saw the MIG close in for a second burst and shoot it off but I didn't feel anything. Then everything went kaputt at once.

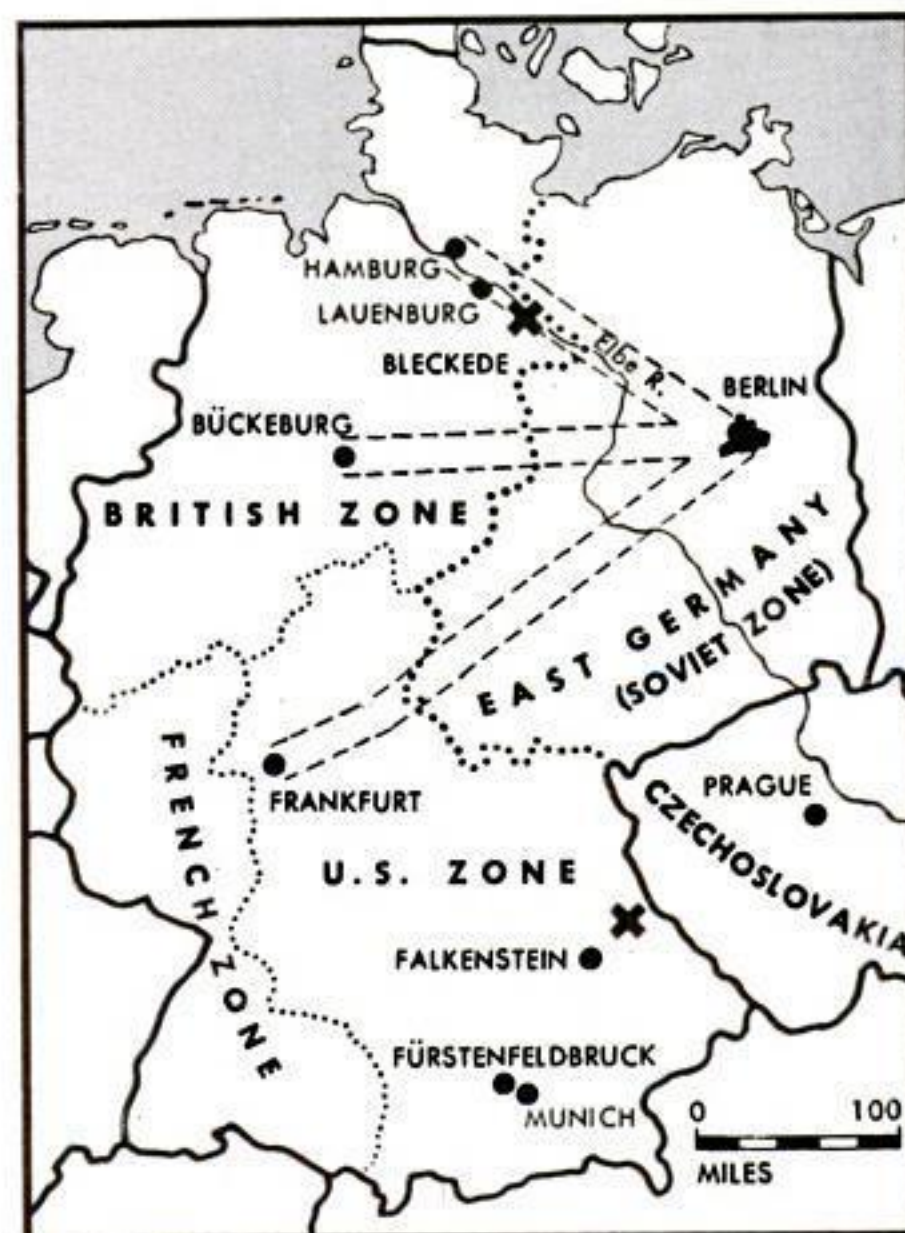
The airplane began vibrating violently and I got the orange overheat light again. My right wing suddenly opened up. Pieces of skin flew off and smoke or vapor poured out of the hole. I didn't know whether I was on fire or what, but I figured it was about time to part company with the airplane.

This was my first experience in bailing out of any plane and I almost fouled up. On the right side of the cockpit there's a red handle to release the canopy. I yanked it and the canopy blew off. Then I squeezed the ejection trigger and catapulted out of the plane. I reached for the "D-ring" (ripcord) to open my chute

when I noticed I was still strapped into my seat. I had forgotten to kick it away and was hurtling through the air in a chair. I finally got rid of the seat and heard my chute open above me. Below me was a wooded area and I tried to pick a spot where it would be nicer to land. Coming down I thought, "It was never so rough in Korea. I had to come over here to get shot down." Then I grazed a tree with my left ear and landed on my knees.

I was really confused. Being so high and seeing so much and then seeing all those trees around me, I didn't know where I was. I heard people running toward me through the forest shouting. I wondered if I was still in Germany. That's the first question I asked them. They said "Amerikanische Zone" and started leading me to a village called Falkenstein, or something like that.

I looked at my watch. It was 11:15—seven minutes since I first called out to Smith, "We've got two strangers at one o'clock." There was no sign of the strangers anymore.



AREAS OF ACTION are Falkenstein, where U.S. plane was hit, and Bleckede, where RAF plane was jumped. Dotted paths are Allied air lanes to Berlin.



THE BEST BRAINS OF RUSSIA ARE ASSEMBLED FOR MEMORIAL SERVICES IN THE U.S.S.R. ACADEMY OF SCIENCES THE DAY AFTER THE DEATH OF STALIN.



BLANKETED AND SOMBER, WOMAN WAITS IN MILE-LONG LINE TO SEE BODY

THE GRIEF HEARD 'ROUND THE

As the massive pageantry of Stalin's funeral reached its climax with the body lying beside Lenin's in Moscow, all the Communist world wallowed in an orgy of formalized grief. The body was hardly cold before party whips were rounding up factory hands and intellectuals alike to hear their departed master eulogized as something very near a god. Foreign Reds were almost more flamboyant than Russian in brandishing their sorrow. In Czechoslovakia, Poland, Hungary, Romania and Bulgaria, factories shut down for five minutes, an odd little respite from the speed-up of the Stalin-inspired five-year plans. In France, Reds quit working at their jobs



IN GIGANTIC WORKSHOP OF SERGO ORDZHONIKIDZE MACHINE TOOL PLANT



AMONG THE LEARNED MOURNERS ARE VISITORS FROM COMMUNIST CHINA

WORLD OF THE PARTY FAITHFUL

for the same reason and a dress-up memorial mass meeting was staged in the Vélodrome d'Hiver, the Madison Square Garden of Paris. East Berlin staged a five-mile funeral parade, and 5,000 Reds assembled in Iran's troubled capital, Tehran, to pay long-distance homage to the dead.

How much real grief was being felt in this vast display was open to question. No tears were seen to fall among the marchers of East Berlin, and in Hungary and Romania people were getting drunk. The most sincere lines of sorrow seemed graven on the sad faces of Russians, as they queued up patiently in the Moscow cold and waited to walk past the bier.



IN EAST BERLIN, CHILDREN ARE FLAG BEARERS IN THE FUNERAL PARADE



IN PARIS, 40,000 REDS PACK AUDITORIUM DOMINATED BY STALIN'S PICTURE



NEAR THE URALS, TOILERS OF THE RUSSIAN PROLETARIAT LAY ASIDE WORK FOR MEMORIAL SERVICES. THEY HEAR STALIN EULOGIZED BY PARTY MEMBER

Иосиф Виссарионович СТАЛИН



FOREIGN MOURNERS, V.I.P.s of world Communism guarding Stalin's bier, were photographed by *Pravda* and displayed under name "Josef Vissarionovich Stalin" as a headline. They are (left to right) Kuo Mo-jo, president Chinese Academy of Science and Chou En-lai, Red China foreign minister; K. K. Rokossovsky,

Polish defense minister, and Boleslaw Bierut, president Polish Council of Ministers; Klement Gottwald, Czech president, now dead; Matyas Rakosi, chairman Hungarian Council of Ministers; Otto Grotewohl, East Germany premier, and Walter Ulbricht, East Germany Red leader; Palmiro Togliatti, Italian Communist boss.

FOR RED LEADERS IN ALL NATIONS: OPPORTUNITY—AND DANGER

The outlanders whose vigil at Stalin's bier attracted the notice of *Pravda* (above) are part of a strange, non-Russian company of mourners. Each, like the 54 others shown here, is a head Communist in his own country, an outrider of world revolution, striving to carry out the strategy prescribed by Marx in the Communist Manifesto of 1848: "Their ends can be attained only by the forcible overthrow of all existing social conditions."

These men are specialists in subversion. They include writers like Neruda of Chile, military leaders like Kim Il Sung of North Korea, journalists like Kahn of South Africa. Most are party bosses, operating underground like Eskanderi in Iran, actively leading revolt like Ho Chi Minh of Indochina, or entering openly into politics like Foster of the U.S.

Without exception, their political lives are hazardous. They enjoy no formal status as world revolutionaries for, to please his allies in 1943, Stalin ostensibly dissolved the Comintern. Disfavor from the party itself always threatens: Earl Browder of the U.S. fell from high place when Duclos

of France attacked him. One, Czechoslovakia's heavy-drinking Gottwald, several times expected to be the victim of a party purge, died of pneumonia last week, soon after attending his leader's funeral. Each of them now confronts the touchy life-or-death problem of currying and keeping favor with the Kremlin's new masters.

Despite these difficulties, some have achieved great local success for the world revolution, the shining example being Mao Tse-tung who delivered China's 350 million into the Soviet orbit. Others have brought the European satellites' 71 million people under Red rule and raised party membership outside Russia to 17 million. Such achievements were recognized by Malenkov when, eulogizing his predecessor, he said: "Under Stalin a mighty camp of peace, democracy and socialism has been set up . . . with the Soviet people, march the great Chinese people, the fraternal peoples of Poland, Czechoslovakia, Bulgaria, Hungary, Romania, Albania, the [East] German Democratic Republic and the Mongolian People's Republic."



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ALBANIA
ENVER HOXHA



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RODOLFO GHIOLDI



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AUSTRIA
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THAKIN THAN TUN



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S. WICKRAMASINGHE



CHILE
PABLO NERUDA



CHINA (RED)
MAO TSE-TUNG



COLOMBIA
G. VIERA WHITE



COSTA RICA
MANUEL MORA



CUBA
JUAN MARINELLO



CYPRUS
E. PAPAIOANNOU



CZECHOSLOVAKIA
ANTONIN ZAPOTOCKY



DENMARK
AKSEL LARSEN



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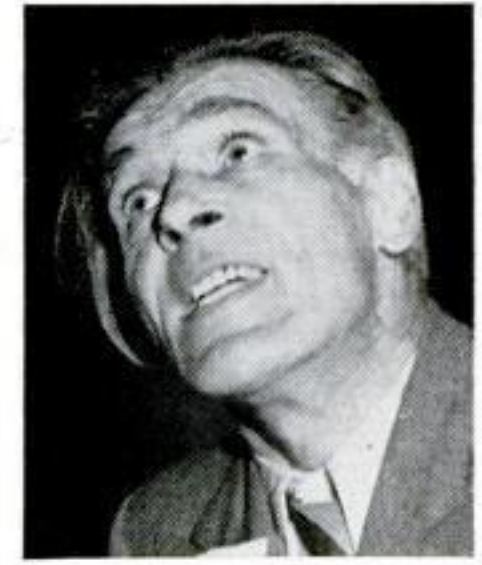
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IVAN KABIN



FINLAND
AIMO AALTONEN



FRANCE
MAURICE THOREZ



GERMANY (WEST)
MAX REIMANN



ENGLAND
HARRY POLLITT



GREECE
PETROS ROUSSOS



GUATEMALA
JOSE MANUEL FORTUNY



ICELAND
EINAR OLGIRSSON



INDIA
S. A. DANGE



INDOCHINA
HO CHI MINH



INDONESIA
ALIMIN



IRAN
IRAJ ESKANDERI



ISRAEL
SHLOMO MIKUNIS



JAPAN
KYOCHI TOKUDA



KOREA (NORTH)
KIM IL SUNG



LATVIA
JANIS E. KALNBERZINSE



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ROMANIA
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SAN MARINO
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D. MARROQUIN



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SAM KAHN



SWEDEN
HILDING HAGBERG



SWITZERLAND
JEAN VINCENT



TIBET
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TUNISIA
MOHAMED EN NAFAA



U.S.
WILLIAM Z. FOSTER



URUGUAY
EUGENIO GOMEZ



VENEZUELA
GUSTAVO MACHADO

STUCK WITH OBSOLETE BEDDING

From a casual reading of headlines last week one might have supposed the U.S. Supreme Court favors featherbedding. It doesn't, and neither does the Taft-Hartley Act which was invoked in the two cases before it. But the supposedly anti-featherbedding provision of that act was so carelessly written as to give the Court little choice.

The law bans payment for "services not performed or not to be performed." In one of the two cases before the Court, the setting of "bogus" type by printers was the issue. This is type which, by old custom, is set, proofread and then discarded. But the unwanted service is performed all right, no doubt about that. The other case involved a stipulation that a "name band" could appear in an Akron Theater only if a local orchestra was employed simultaneously. The unnecessary band was ready and willing to play if anyone had wanted to hear them. The Court couldn't find that "services" were "not performed."

Featherbedding is of course completely out of step with the American doctrine of ever more productivity per manhour. This doctrine is generally recognized as the key to our high standard of living. Featherbedding, a throwback to the protectionism of the medieval guilds, remains important only among a few craft unions (printing, building trades, musicians, etc.) and in the railway brotherhoods.

In hanging on to featherbedding, these unions are in a losing race with the collective genius of U.S. industry for saving manhours. This being the case, Congress would really be doing them a favor to legalize their bad habits. The Taft-Hartley Act's anti-featherbedding clause should be promptly clarified to this end. The Supreme Court's decisions provide a precise bill of particulars on how to do it.

Ezra Taft Benson, one of the strongest men and best qualified in the Eisenhower Cabinet, is breathing a new philosophy through the labyrinthine corridors of his huge Department of Agriculture. To those U.S. farmers who think much about the future of farming, it comes like fresh air in an old barn.

After 20 years of opportunistic farm policies ranging from scarcity to abundance, from Wallace to Brannan, the whole costly business (\$1,064,617,225 for price supports alone from 1933 through 1952) needed an airing. Moreover, for two years farm prices have been falling. This was the inevitable result of the Truman administration's projection of wartime incentive payments into a period of slackening and shifting demand.

Economists had predicted that this would happen. Wrote the University of Chicago's Theodore W. Schultz in 1945: "Instead of inducing the shifts in production that the postwar period will call for, it [the policy of rigid price supports] is likely to perpetuate much of the production that was consistent with the war effort . . . but what is more serious still, the specific support prices for major farm products are altogether too high for a nonwar economy."

Congress took a step toward more flexible supports in 1948, but then reversed itself, and the new Secretary is saddled with rigid prices through 1954. As he took office, the U.S. farm economy found itself bedeviled by record surpluses of many crops and a price system which, among other things, was forcing us out of foreign markets.

One of the worst of Benson's heritages is the isolation of U.S. agriculture from world price levels, and the resulting two-price system—one domestic, one foreign. This had its origin in the improvisations of the first Roosevelt administration. While our other trade policies were aimed at international cooperation, our farm policy remained nationalistic; the congressional farm bloc became virtually a law unto itself. It was one thing to recognize that U.S. farmers deserved some fostering and protection against market vicissitudes, quite another to carry protection to the point of exempting agriculture from the laws of supply and demand. This distinction was virtually obliterated by the New and Fair Deals.

What will Benson do about this? How do his ideas differ from those of his predecessor? Whereas ex-Secretary Brannan was for production as an end in itself ("I would never lose a wink of sleep if my policies led to overproduction"), Secretary Benson believes in fitting production to demand. (One of his first official acts was to urge cotton growers to reduce planting.) Brannan would have extended rigid price supports at 90% or more of parity, regardless of the producer's efficiency or the state of the market. Benson

believes that rewards should go only to the efficient, and that subsidy payments, apart from their usefulness in preventing "disaster," should be flexible enough to influence production up or down.

As for the two-price system, Benson recently gave a good example of how it works: "We have been operating under a wheat agreement, selling wheat at \$1.80 per bushel. Meanwhile, we've been supporting the price of wheat at 90% of parity under law. To meet the gap between the \$1.80 and our price, we've had to pay a subsidy of around 63¢ per bushel." This, he added, has cost us about \$150 million a year.

As the U.N. Food and Agricultural Organization observed, "There has never been enough food in the world," and there isn't now. A "surplus" is never a plethora, but a sign of bad pricing. Benson's policy, according to indications, is to move toward more flexible support prices as rapidly as the law will permit, while keeping one steady eye on maintenance of total farm income. With flexible supports, he can use price as a lever to induce or curtail production. Thus, when as at present there is too much high-priced wheat, prices would be allowed to fall nearer world level. Using flexibility in this way, the gap between domestic and world prices can be gradually narrowed and our potential foreign market thereby expanded.

An example of the export effect of lower prices came only this month when our beef cattle entered the Canadian market in quantity for the first time in five years. Last week Secretary Benson set up a new Foreign Agricultural Service for the purpose of developing export markets. If Secretary Benson can keep his prices as responsive as possible to market situations, our diplomats and monetary experts will have a much better chance of success in their efforts to lubricate the channels of international trade.

Of course, like every Secretary of Agriculture before him, Benson will have a lot more than exports to worry about. At the moment there is the threat of expanding drought in parts of the West and Southwest and this might give current surpluses an altogether different complexion. There are also political exigencies, like next year's congressional elections. But so far many farmers have been giving Benson the benefit of the doubt. The major farm organizations are for him or, like the politically hostile Farmers' Union, are just waiting to see.

As Benson meets the countless daily problems of his job, we hope he does not lose sight of sound ultimate goals. Agriculture needs "trade, not aid" as much as any foreign ally. When Congress recognizes that, the transition of our farmers from semi-regimented dependence to sound, competitive prosperity will be nearer completion.



SOMEBODY SHOT AN ARROW INTO THE AIR

An unlucky young gull, apparently the target of a prankish archer, has been going around Los Angeles harbor with a large wooden arrow stuck through his middle like a barbecue spit.

If a man found himself in such a fix he would immediately become anxious about his condition and refuse to go about his work until the missile was safely removed. But the gull struts

casually along the harbor's sea walls, flaps into the air and scavenges along with other gulls and seems to pay no attention to the clumsy beam sticking out from both sides of his body.



FACING PRESS, DWIGHT DAVID II TAKES A PROTECTIVE ATTITUDE TOWARD SISTER BARBARA ANNE



POISED FIRST LADY OPENS PRESS CONFERENCE

FIRST FAMILY REUNION

The grandchildren visit 'Mimi'

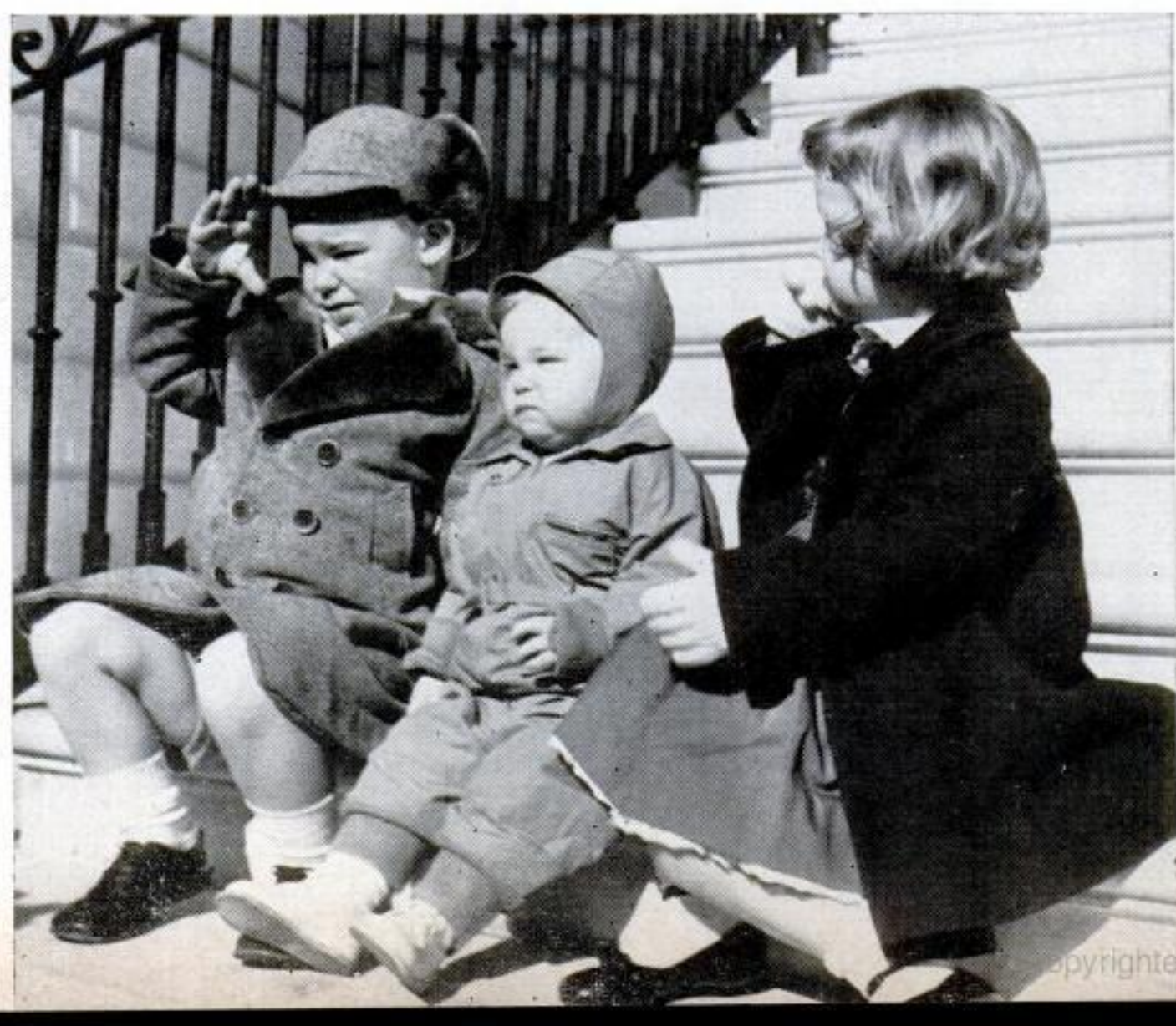
It was woman and children week at the White House, and the merriest since the Eisenhowers moved in. Mamie gave her first press conference and it turned out an extraordinarily gay affair (*right*). Handling herself like a veteran, Mamie convinced reporters she really liked her job, even the eternal receiving of women's groups. "I can always find something to say to each one." The only bad part was that her husband was so busy she almost never saw him except at dinner, and he goes to bed soon after that. Do they shop-talk? "By the time my husband gets home, he's too tired to talk."

The children, Dwight David II, 4, Barbara Anne, 3, and Susan, 1, who call their grandmother "Mimi," arrived with tricycles, toys and their mother, Mrs. John Eisenhower. For the first time since F.D.R.'s "Sistie" and "Buz-zie," the White House echoed to the scampering of presidential grandchildren. Ike took every moment he could grab to play with them. The children romped over the White House lawn where, for photographers, they turned in a veteranlike performance themselves (*below*).

LITTLE EISENHOWERS BEGIN SITTING FOR WHITE HOUSE PHOTOGRAPHERS



DWIGHT DAVID II GIVES OUT WITH AN UNDERSTANDABLY SLOPPY SALUTE





MAMIE MAKES GESTURE OF WELCOME. THEN, AS SESSION BEGAN, REPORTER SAID, "GOOD MORNING TEACHER." "JUST WHAT I FEEL LIKE," SAID MAMIE

GETTING THE PITCH NOW, THEY TURN ON SOME INDIVIDUALISTIC FACES

FINALLY SUN GETS IN THEIR EYES, AND ANNE SENSIBLY GLANCES AWAY

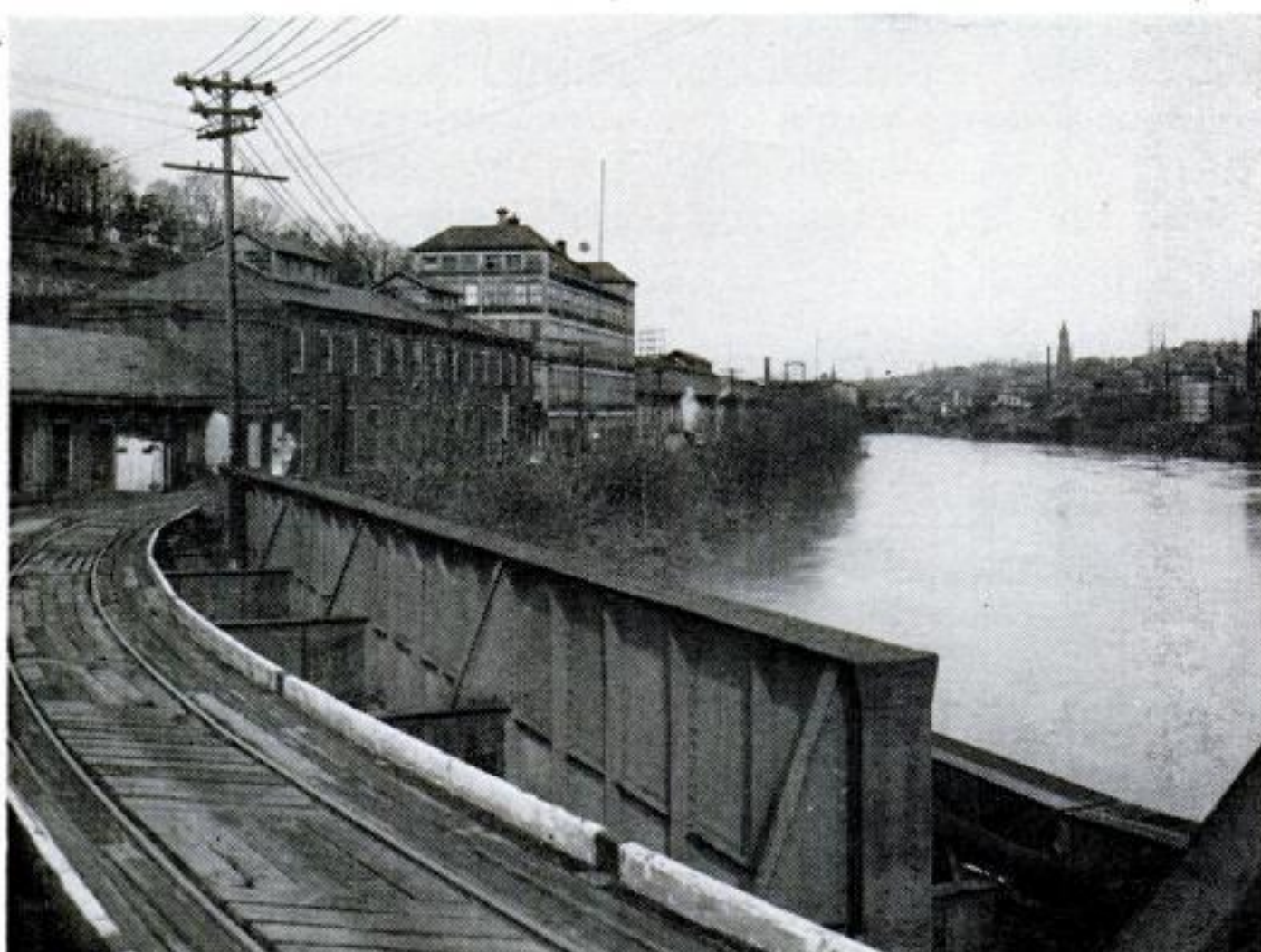




STILL SMOLDERING, the Connelly plant is now watched by three shifts of firemen daily. It bursts into flame whenever piles of smoking paper are touched.



FIRE DAMAGE wrecked plant, melted girders and destroyed all the company's business and employe records. Connelly saved only a photograph of his wife.



"NEW" PLANT is old iron works on the Schuylkill river which has been abandoned since the end of the war. Trucks have to cross railroad bridge to reach it.

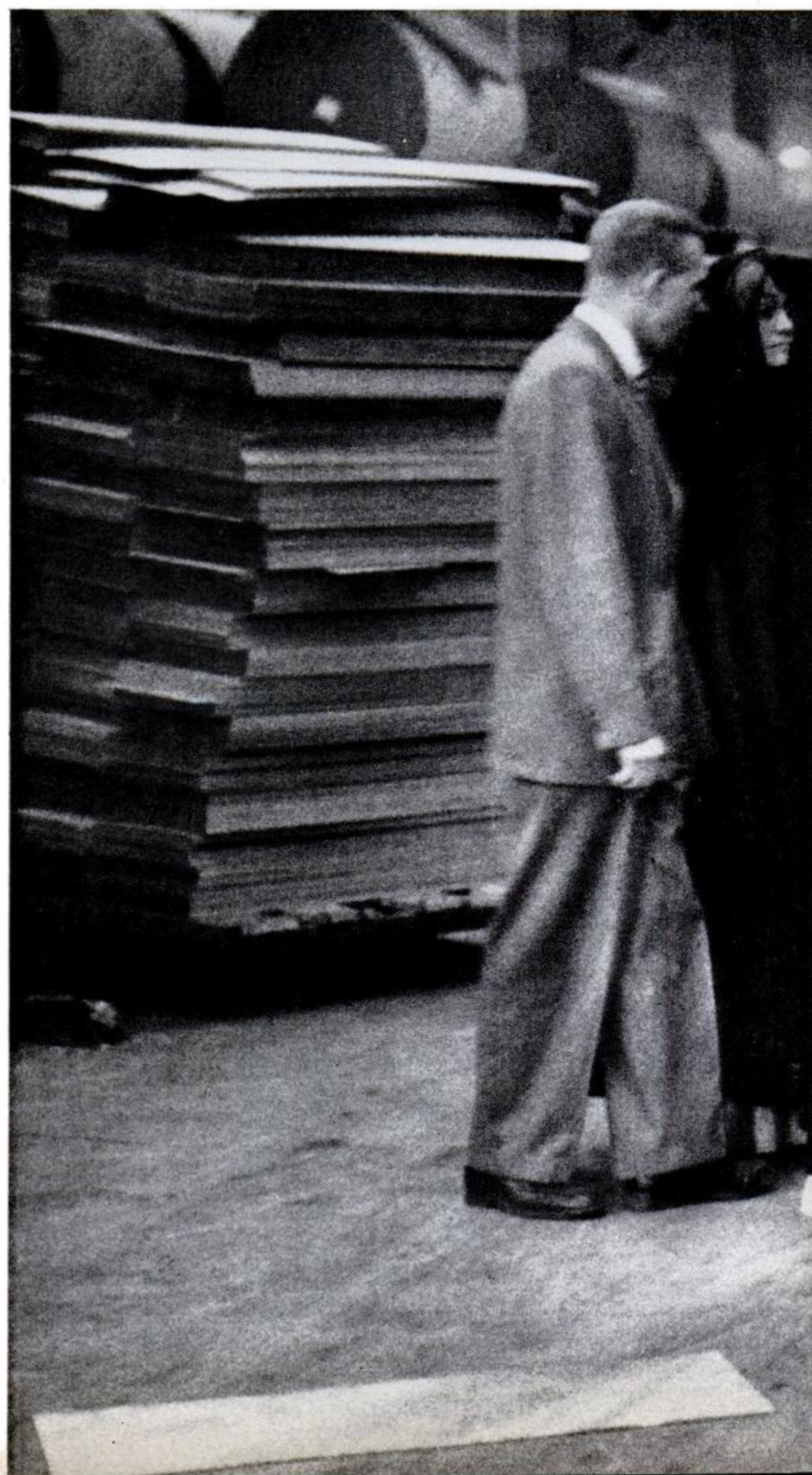
CONNELLY'S FRIENDS

The City of Brotherly Love lives up to its name when a ruinous blaze threatens a man's career

When the big new Connelly Container plant caught fire in South Philadelphia last January it was a matter of saving it or the neighborhood; only a fire wall separated the plant from 3 million gallons of stored gas and oil which, in turn, were uncomfortably near an ammunitions dump. The firemen concentrated on the wall and John Connelly's plant was a total loss. But Connelly was a man who had given much to the community, and now his friends—and even some competitors—pitched in to help him.

While the fire still smoldered competitors began filling Connelly orders for cardboard boxes stamped with the Connelly name. Machinery manufacturers, with his competitors' consent, diverted \$600,000 of hard-to-get equipment. Connelly bought a \$500,000 plant and site and 13 labor unions worked around the clock to put it in shape. Nuns said prayers for him and employes sent back uncashed bonus checks and worked 80-hour weeks. Last week Connelly was up to two thirds normal production.

GREY NUNS OF SACRED HEART, WHO PRAYED FOR CONNELLY AND URGED





BENEFACTORS lunch with Connelly in his new factory. He stands between two competitors who are

shaking hands. Clockwise from them are another competitor, union leaders and John's brother, Bob.



BENEFICIARIES, John Connelly (*left*) and his brother, vice president of firm, stand in new shop.

HIM TO REBUILD, CALL TO INSPECT PLANT WHERE HE IS STARTING OVER. THEY WIRED HIM THAT GOD WOULD HELP AND A BETTER FACTORY WOULD RESULT



LIFE ON THE NEWSFRONTS OF THE WORLD

Yoshida loses confidence vote, Farouk loses his wife, photographer takes movies of his own death

Japan's Premier Shigeru Yoshida lost both face and position when he recently called an opposition member an "idiot." Although the premier apologized, enemies within his own party seized the remark as a pretext for forcing a vote of confidence, which Yoshida lost, 229 to 218. Rather than step out of power, Yoshida dissolved the house of representatives and called for a national election next month.

Meeting last week to pick a successor to retiring Secretary General Trygve Lie, the U.N. Security Council voted down all those named—the U.S. candidate Romulo of the Philippines, the British and French candidate Pearson of Canada and the Russian candidate Skrzyszewski of Poland. The Big Five—U.S., Britain, France, Russia and China—will now meet to try to bargain their way out of the deadlock.



"SIR" HORACE REVERTS TO MIDDLE AGES

When he isn't driving a bus, Horace Davis is apt to be seen around his Middlesex, England home in his idea of a crusader's costume. The founder and leader of the National Academy for Esprit de Corps, "Sir" Horace wants fellow Englishmen to return to the life of the Middle Ages when men had dignity. He has sent out hundreds of copies of his manifesto to the yeomen of England, urging them to join up and not be "mentally anemic, fuddy-duddies and cranks."

Ammo is still hard to come by

Despite contrary statements by Army Chief of Staff General J. Lawton Collins, Defense Secretary Charles Wilson and Lieut. General Maxwell Taylor, Eighth Army commander, the Senate Armed Services Committee decided that General James Van Fleet's charges of a "serious" ammunition shortage in Korea (LIFE, March 16) had been "fully substantiated." A subcommittee was appointed to find out who is responsible and why.

For the third time the House of Representatives passed a bill to make Hawaii the 49th state, this time by a vote of 274 to 138. The two earlier bills in 1947 and 1950 were killed in the Senate, but this time Majority Leader Robert Taft is confident it will be passed.

Velde over-investigates

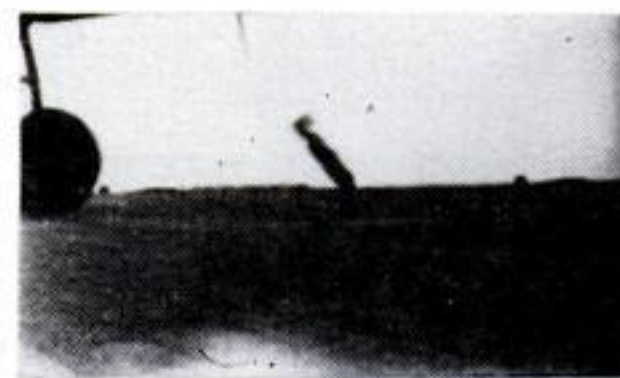
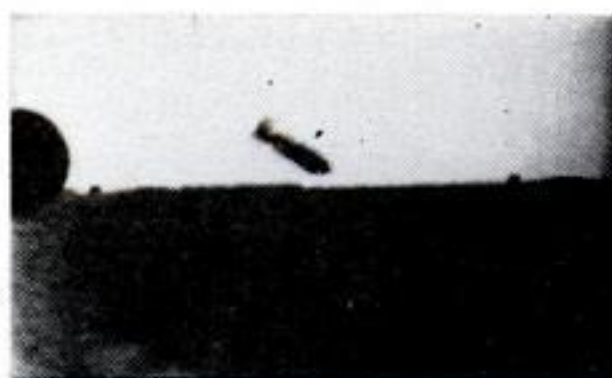
In a radio interview Harold Velde, the over-eager, wild-swinging chairman of the House Un-American Activities Committee, said it was "entirely possible" that his committee would investigate Communist infiltration of churches and that such an inquiry would probably include "individual members of the cloth." This was too much even for Velde's fellow committee members. They voted unanimously to bar their chairman from investigating religion or anything else without full committee approval.

Eleven-year-old Sam Carlyon of Clitheroe, England had been devoting a lot of time to the study of jet planes—reading jet comic books, listening to jet radio serials, seeing jet movies and playing with a jet model. Last week Sam dreamed he was flying in a jet, and when the pilot ordered him to bail out, Sam stumbled from his bed and bailed out of his second-story bedroom. He wasn't hurt, but his parents have boarded up his window, just in case Sam is ordered to bail out again.

An old plot comes to life

The story of the "disappearing" hotel room which the management tries to hide to avoid scandal is a favorite old mystery plot, used successfully by Alexander Woolcott, Mrs. Belloc Lowndes and Anthony Thorne and made into several movies. Last week the plot was used again, this time in real life. When a murder and a suicide took place in London's elegant Ritz Hotel, the management sealed up Room 223, destroyed the bed, and removed the numerals from the door and the register.

After the amputation of his leg, James Hard, the oldest veteran of the Civil War, died last week in Rochester, N.Y. at the age of 111. There are now only five survivors, one Union, four Confederate.



In Korean waters Navy Photographer Thomas McGraw was taking movies on the flight deck of the carrier U.S.S. "Oriskany" when a pilot landed with a bomb he was unable to jettison. As McGraw trained his camera, the plane was pulled to a sudden stop by the arresting gear and the bomb broke loose. When McGraw's camera was recovered, it contained his pictures of the falling bomb and of the explosion that killed him.



NARRIMAN IS RELUCTANT TO TALK

Narriman calls it quits

Ex-King Farouk of Egypt, who eight months ago lost his throne (LIFE, Aug. 11), last week lost his wife when ex-Queen Narriman flew off to Switzerland with her mother. Narriman will probably return to Cairo, but Farouk, who blames his mother-in-law for the breakup, expects to keep custody of his son, 14-month-old King Ahmed Fuad II. On the night of Narriman's departure Farouk consoled himself by nightclubbing in Rome with a pretty blonde.

Disturbed by the irreligious emphasis on Easter parading, Baptist Minister E. A. Munroe of Houston, Texas has asked his flock to give up gaudiness for the sake of godliness and come to Easter service in their old clothes. Munroe himself will preach in khaki shirt and trousers.

'An honest man with guts'

Ramon Magsaysay, Philippine defense secretary who bolted President Quirino's cabinet (LIFE, March 9), announced last week that he was joining the Nacionalista party of Quirino's rival José Laurel and would be a candidate for the presidency. Promising to back Magsaysay, former puppet president Laurel said, "I was looking for an honest man with guts."

TRY IT and you'll agree!



Campbell's Beef Noodle Soup

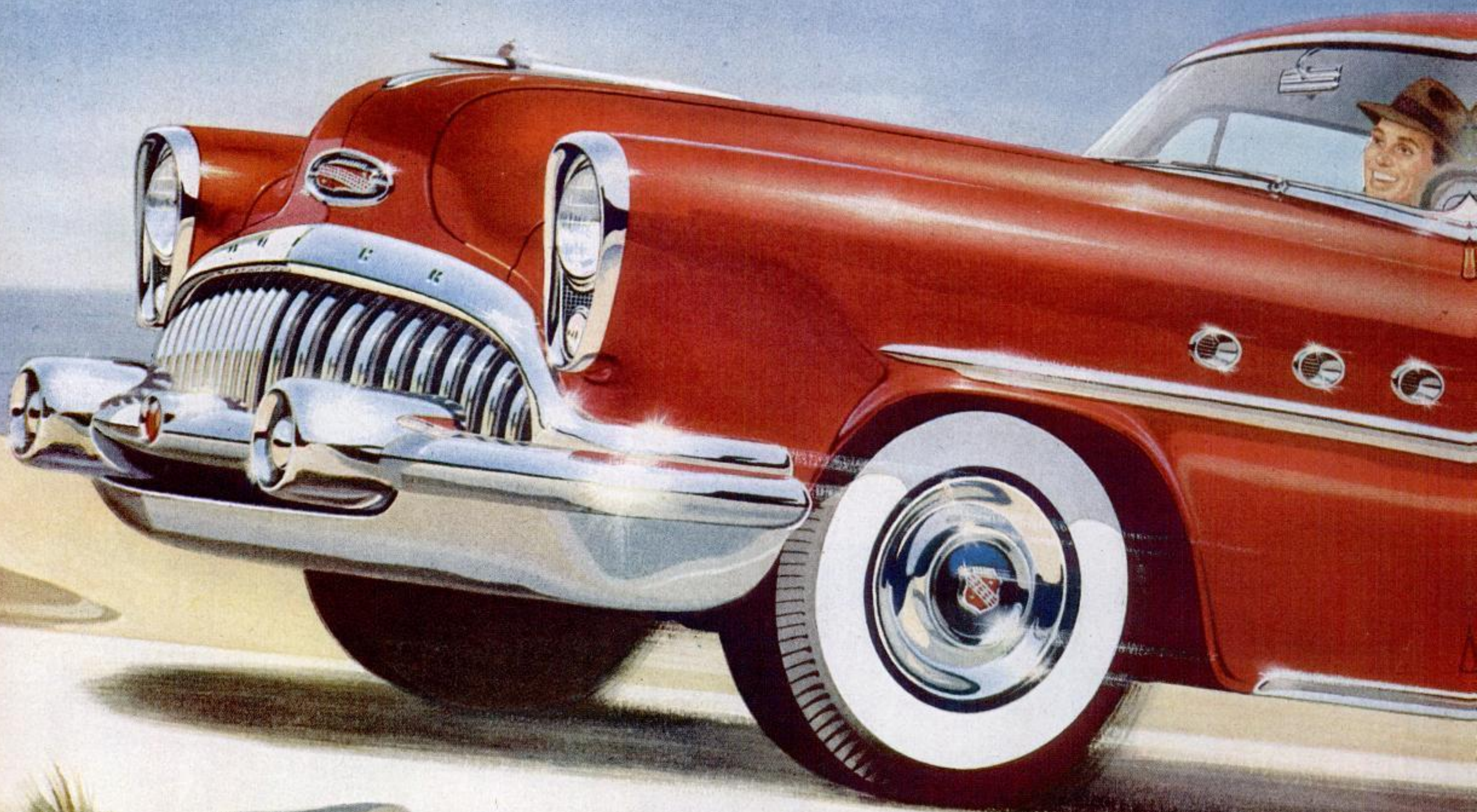


Oh, a lass am I
With lasso loop
And a mealtime steer:
Beef Noodle Soup!

Serve this family favorite. You'll find it grand for lunch or supper.

Here's a noodle soup that gives you the good flavor of beef all through. And what could be more appealing these days! Yes, you'll taste beef in the stock . . . you'll love its flavor in the delicious egg noodles . . . and of course you'll enjoy the tender pieces of beef. No wonder folks welcome this tempting and hearty soup to the table time after time. Women everywhere are serving it as the main dish for family lunches and suppers, and for the children's meals. Are you keeping this nourishing beef noodle soup on your Soup Shelf? It'll serve you *right*!



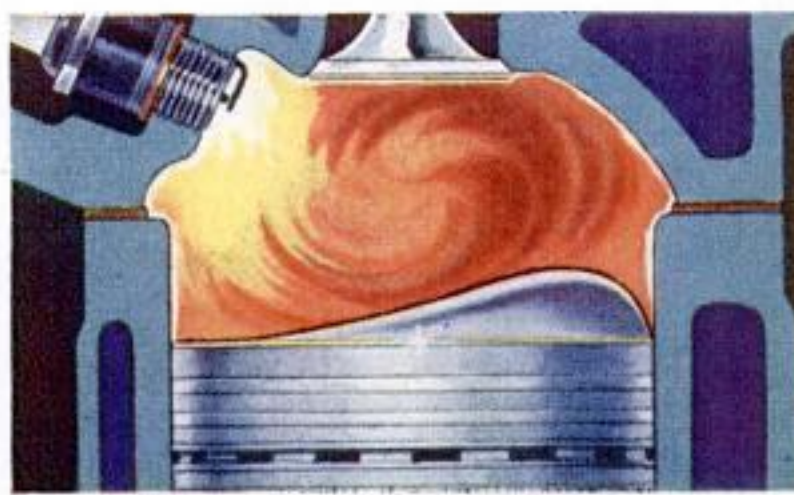


What's so SPECIAL about this one?

BROTHER, GIVE IT ROOM!



Man, what getaway with Twin-Turbine Dynaflow! From zero to 25 mph in a few happy heartbeats, where the law allows—and with brand-new quiet! More efficient, too, in torque output at all speeds, with ratio up to 2.45 to 1.



Fireball means flashing action, full use of fuel. New combustion chamber and piston dome designs in the newly engineered F-263 Fireball Engine deliver increased compression, power, efficiency and economy.

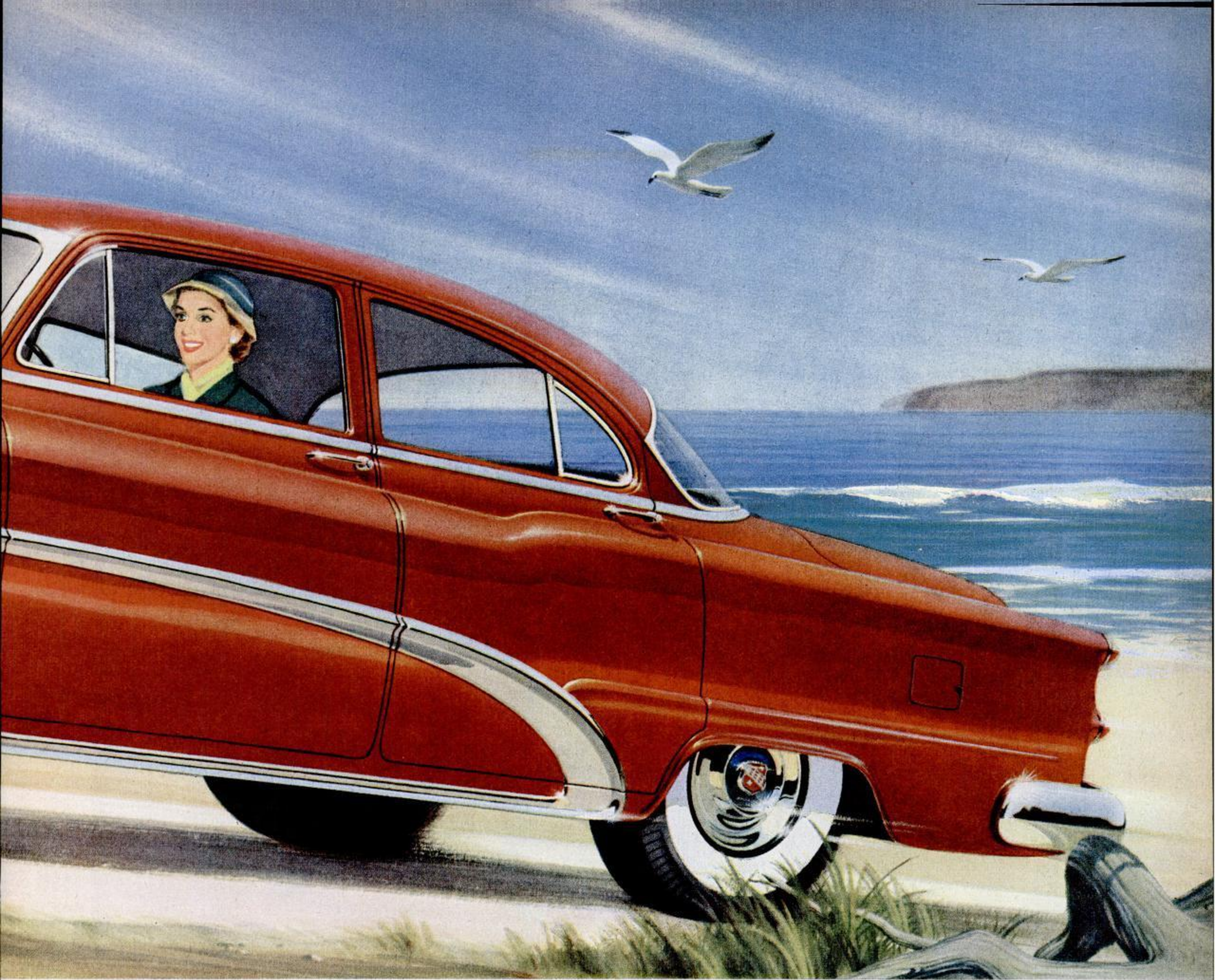


Parking is a pleasure with Power Steering. Hydraulic help in slow-motion turning, and sudden soft or rough spots. You never strain at the wheel with Power Steering—now available in the SPECIAL for the first time, optional at extra cost.

Television treat—the BUICK CIRCUS HOUR—every fourth Tuesday

When better automobiles are built BUICK will build them

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WE PRESENT this 1953 Buick SPECIAL with such prideful warning for good reason.

It is the most brilliant, the most spirited, the most robust performer ever to bear this budget-priced Buick Series name.

It has the highest horsepower in SPECIAL history—from a newly designed F-263 Fireball Eight Engine of record high compression, record power per pound, record fuel efficiency.

It has flash-fast getaway—from Twin-Turbine Dynaflow Drive* that adds far

swifter and quieter acceleration to its already infinite smoothness.

It can climb, brake, turn, park, corner on curves and gentle a rough road—all like that “someday” car you have in the back of your mind.

But performance is only part of the picture in this Golden Anniversary Buick SPECIAL.

There's size—there's spacious seating—there's luxury. There's the pleasure and comfort of a big and able and ride-steady car. There's the added delight of Power Steering.* And there's the sheer beauty of this long,

low, broad-beamed automobile that's styled to look like a few years from now.

We'd like you to see and drive this—one of the greatest Buicks in fifty great years. And note, when you do, what a great buy its price tag makes it. Why not come in this week?

The greatest

BUICK

in 50 great years

SEE YOUR BUICK DEALER

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*Standard on Roadmaster, optional at extra cost on other Series.

For old-time flavor,
rare bouquet
—in *every* way
you judge it...

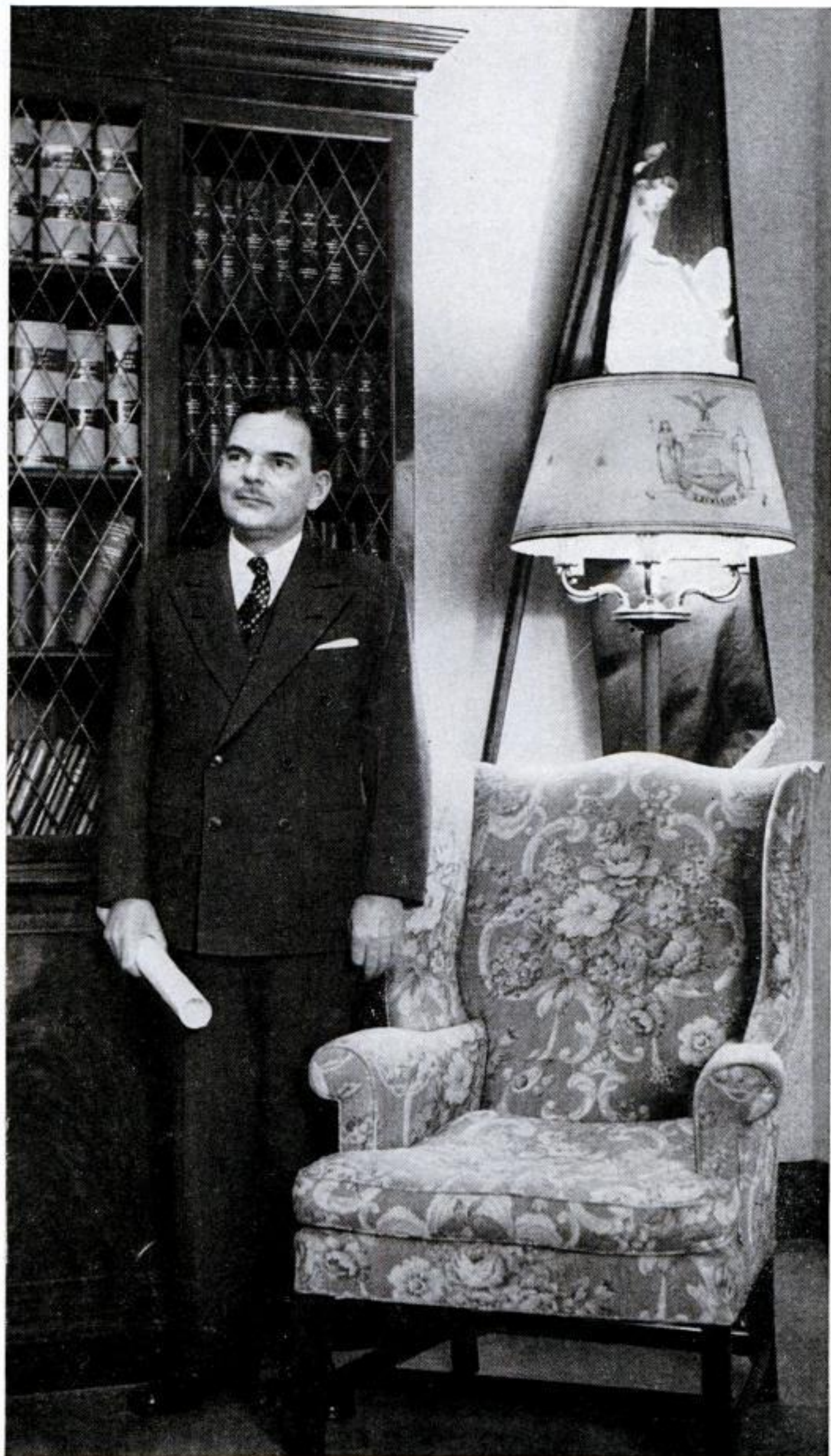
It's mellow to the taste,
you'll say
—and easy
on the budget!



*You just can't buy a
better drink at any price!*

FRANKFORT DISTILLERS CORP., N. Y. C., BLENDED WHISKEY. 86 PROOF. 72½% GRAIN NEUTRAL SPIRITS

NEW YORK'S GOVERNOR VS. NEW YORK'S MAYOR



HIS EXCELLENCY THE GOVERNOR, Thomas E. Dewey, stands in office in the state house holding his legislative messages on Impy's financial problems.



HIS HONOR THE MAYOR, Vincent Impellitteri, sits under an ornate canopy in city's Board of Estimate chamber and discusses municipal budget problems.

DEWEY MOVES IN ON A FINANCIALLY BELEAGUERED CITY AND LENDS HAND TO ITS REPUBLICANS

A muscular tug of war between two important men had all New York State gaping all last week. One was Thomas E. Dewey, tough, deft and shrewd, a master politician and governor of the union's richest state. The other was Vincent R. Impellitteri, amiable but ineffectual mayor of its biggest city, who had tumbled into his job in a political fluke.

On the surface the issue between these men was important enough. Impellitteri's New York City was in terrible financial shape. Faced with a mayoralty election in November, he dared not take firm steps that could antagonize the voters. Even with a \$48 million transit deficit he would not, for example, raise the bus and subway fares. The way things were going his city would end the year \$173 million in the red.

But under the surface the issue was even more important. Leaderless and divided, the Democrats faced the coming mayoralty elections with such weakness that they stood to lose the city—a city which has not had

a thoroughly Republican mayor since 1917. Dewey was moving skillfully to capture for his party the great Democratic stronghold which in national elections has time and again been the key to the crucial state.

Dewey's moves were made more easy by the confusion in the mayor's budget-making Board of Estimate, half of whose members were maneuvering among themselves to win the mayor's job. Dewey's moves were further simplified by a legal situation: in New York many taxes are collected by the state and then dished back to the cities. To get more money Impellitteri could not even change his tax laws without the state legislature's permission—even though his city supplies 60% of the state's tax take. All he could do was go to Albany and ask Mr. Dewey for cash. This he did (*next page*). Making the most of the opportunity, Dewey called for "a strong dose of courage and complete absence of politics" and, rubbing it in further, coolly knocked down Impellitteri's proposals.



OFF TO ALBANY, mayor and board ride Empire State Express. Facing camera at right are Council

President Halley and, by the window, Impellitteri. With cigar at left is Comptroller Lazarus Joseph.



DEBATE AT ALBANY gets laugh when assembly members argue if there is a Republican good enough

THE MAYOR MARCHES UP TO ALBANY

With a set of proposals that only they had much faith in, Mayor Impellitteri and his Board of Estimate journeyed up to Albany to get some money from the state. The proposals largely sidestepped the city's financial problems.

More than anything else, Impellitteri hoped to avoid boosting the transit fares. Although he has been accused of taxing businesses out of the city, he proposed still more taxes on business. He hopefully thought he could get a few easy million more through bookkeeping gimmicks, such as advance payment of state funds. (Because of just such a gimmick the city was already behind by \$46 million.) And he wanted an additional \$62 million in money from the state. All this was placed before the

governor, and praised by City Council President Rudolph Halley, one of Impy's rivals for the Democratic mayoralty nomination. The governor rejected every single item.

Impy declared he was "shocked" and argued some more. He got nowhere and Democratic Senate Minority Leader Francis Mahoney said argument was no use. "Magic," said Mahoney, "will be more important than logic" in making a dent on the legislature. Impy was gaining no ground with the Republicans and beginning to lose it with the Democrats. Mahoney took pains to point out that Impy, a lifelong Democrat, had not run on the regular ticket when he was elected and was no longer a party man. "Don't charge the mess to us," said Mahoney.



BUTTS AND CUPS PILE UP AT ALBANY MEETING



MAYORALTY CANDIDATE in the lead among Democrats is city's District Attorney Frank Hogan.



FOUR MORE CANDIDATES for the mayor's job take their seats in Board of Estimate. They are,

from left to right, Manhattan Borough President Robert Wagner Jr., son of the late senator; Rudolph



to be mayor. Grinning as if he enjoyed it is Democratic Leader Joseph Bannigan (seated, dark suit).



DISCUSSION IN NEW YORK brings Board of Estimate together in special session. At right with

cigar is Comptroller Lazarus Joseph, then Mayor Impellitteri, Rudolph Halley. They decided nothing.



BACK IN NEW YORK IMPY WEARILY USES PHONE

AND MARCHES BACK TO HIS PROBLEMS

Back in New York City, outraged by Albany's harsh treatment, the mayor and his Board of Estimate sat down and wondered what to do next. Since their own proposals had been shoved aside, they hit on the idea of asking the state to make some proposals of its own.

This was just what Dewey was waiting for. He was ready with four major programs. Without question, they could all be passed by state legislature. And without any question, they couldn't have been less attractive to Impy.

First off, Dewey suggested that the city set up a transit authority with a mandate to fix up the deficit even if they had to raise the fares. Next, he okayed a city suggestion for increased real estate taxes—a move which allows the

blame for this unpopular measure to rest with Impy. A day later, Dewey suggested a municipal tax on payrolls. And as a final crack at the city's inefficient administration, he proposed the most horrible fate possible to New York's Democratic machine: he suggested that a city manager system be put in to run the city properly.

Dewey delivered these suggestions in the most dramatic manner he could think of. On four separate days, in four special messages to the legislature, he made his major points with the maximum publicity. Hearing them clump into the city one by one, Assemblyman Bannigan flinched for his fellow Democrats. "It's like the Chinese water torture," he said.

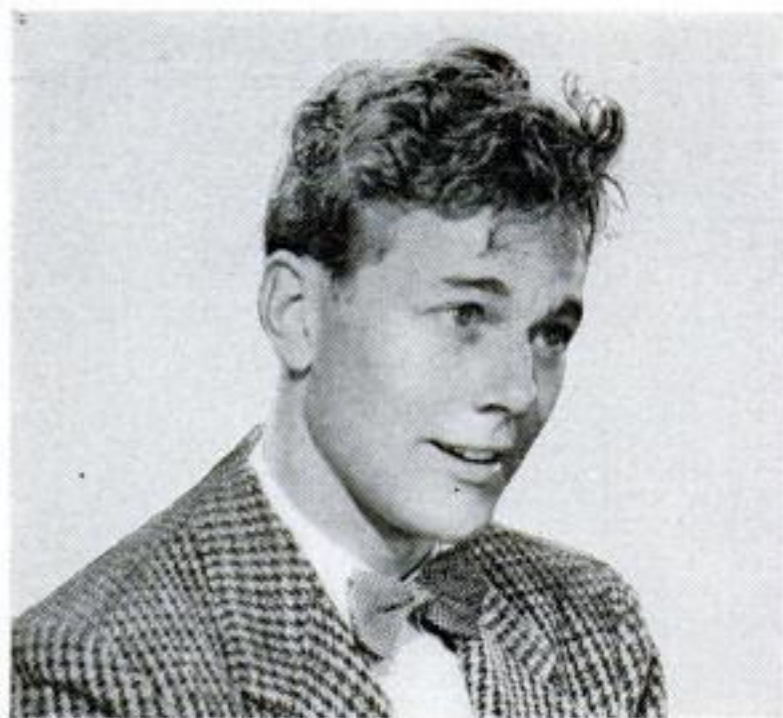


Halley of Kefauver investigation TV fame; Mayor Impellitteri, ex officio president of the board, and

Lazarus Joseph who, as comptroller, is top treasurer of the city. All four of the men are Democrats.



G.O.P. CANDIDATE, leading in his party so far, is Jacob Javits, four-term New York congressman.



check DRY SCALP!

Dry scalp causes hard-to-manage hair. And it can also give you loose, unsightly dandruff!



When you use 'Vaseline' Hair Tonic, it makes your hair look *naturally* neat—and keeps it looking that way! Why? Because it checks dry scalp—blends in with the *natural* oils in your hair. Relieves loose dandruff, too. And it's economical—just a few drops a day is all you need. Try 'Vaseline' Hair Tonic today. Contains no alcohol or other scalp-drying ingredients.

Keep hair
naturally well groomed
with

Vaseline HAIR TONIC

TRADE MARK ®

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cons'd



SOCIAL MAYOR, who spends much time at official functions, kisses his wife goodnight as she leaves for Girl Scout meeting, he to meet Anthony Eden.

No matter how you sleep... you'll sleep better on an **Englander** mattress



Halfback



Swan Diver



Bird Dog



Streamlined



Commando



Traveler



Angel Pie



Twister

Stretch out and close your eyes for the best sleep of your life. Your Englander mattress of Goodyear's Airfoam cushions you on bubbles of air, while Englander's exclusive Red-Line Foundation gives the proper firm support for healthful, restful sleep.

30-Day Free Trial: Your favorite department or furniture store will be glad to send this Airfoam Red-Line ensemble to your home for 30 days free trial. And remember, our 20-year guarantee on this luxurious ensemble enables you to enjoy healthful, restful sleep for only 2 cents per night.

Englander mattress of Goodyear's **Airfoam*** \$79⁷⁵

Englander **Red-Line*** Foundation \$69⁷⁵



Englander's exclusive idea—3-layer comfort and firm support—sets a new trend to better sleep. Here's how it works:

- 1 It cushions.** Airfoam mattress cushions you on bubbles of air. Cool, odorless, never sags or lumps, never needs turning.
- 2 It yields.** Top spring layer of Englander Red-Line Foundation yields to fit your body contour.
- 3 It supports.** Bottom spring layer, joined to top layer by a flexible steel band, gives firm support for healthful sleep.



Englander
AMERICA'S MOST LUXURIOUS MATTRESS

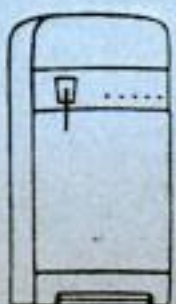
GOODYEAR
THE GREATEST NAME IN RUBBER

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Made for each other...and



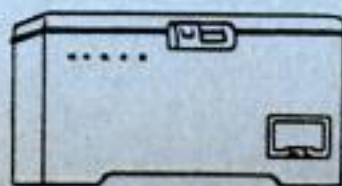
REFRIGERATORS



GAS RANGES



FOOD FREEZERS



AUTOMATIC
WASHERS



ELECTRIC
RANGES



WRINGER
WASHERS



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for your kitchen, too



The new **NORGE** Food-Saver Team

Pantry-handly . . . with
Jet-Freeze Shelves

NORGE Upright **FREEZER**

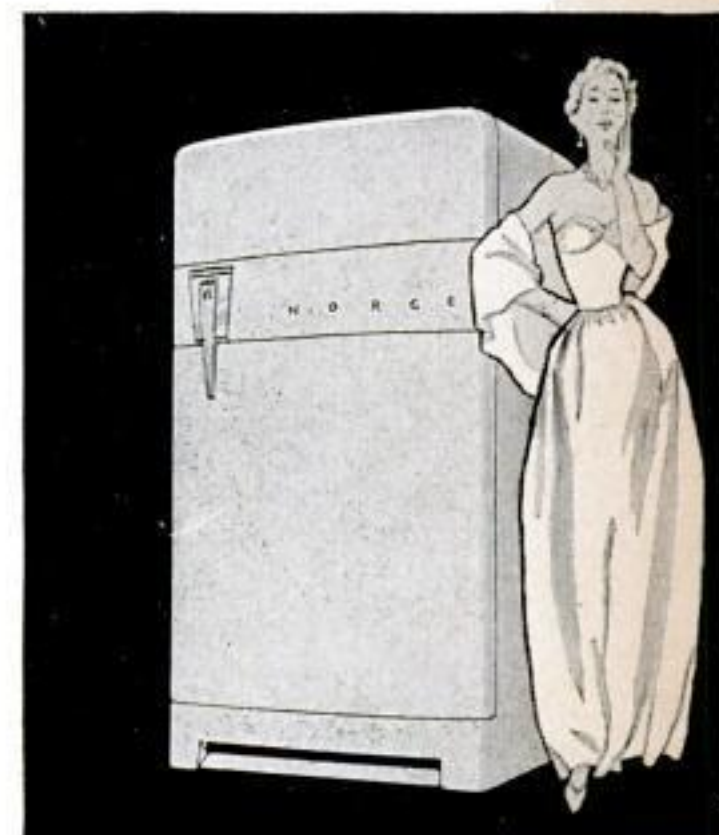
• All-new, and already a top favorite. For it takes so little floor space, holds such an enormous store of frozen food. Norge's unique Jet-Freeze shelves freeze foods *fast* . . . keep them *safe* at thermostatically-controlled temperatures you select . . . as low as 52° below freezing. And there's no bending, no lifting, no juggling things around in this pantry-handly beauty. Everything's where you want it—*up front!* 5-Year Warranty on freezer mechanism *plus* 5-Year Food Warranty is included. Model 1125, illustrated, \$429.95. (Teammate for refrigerator Model 1116.)



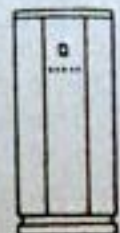
Defrosts itself in minutes
every single night . . .

NORGE Jet Self- D-Froster **REFRIGERATOR**

• Automatic defrosting works so fast that even *ice cream* stays brick-hard in the big cross-top freezer chest. Space-stretching, work-saving conveniences everywhere you look. For instance: Over 19 square feet of *adjustable* shelf room, roast-deep Meat Keeper, full-width Crisper. *Extra* space in the door for eggs, fruit, bottles . . . plus a 4-temperature Butter Bank. Stunning new ice-gold interior fittings harmonize with any kitchen color scheme: It's a beauty and a bargain . . . at your Norge dealer's now. Model 1116, illustrated, \$399.95. Other models as low as \$199.95.



WATER HEATERS



NORGE — The value-line of home appliances—

NORGE DIVISION, BORG-WARNER CORP., CHICAGO 54 . . . IN CANADA: ADDISON INDUSTRIES, TORONTO

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Expect something wonderfully different

... not to be compared with any other malt beverage in flavor, in satisfaction. Top Fermentation—with Ballantine's pedigreed yeasts working upward, not downward—makes the difference.

Its own special tang, its light, refreshing, thirst-quenching quality, have made Ballantine Ale world-famous ... the 4 to 1 favorite in America. If your education hasn't included Ballantine Ale, you have an experience ahead.



BALLANTINE *Ale*

P. Ballantine & Sons, Newark, N. J.

THE CABINET: SIXTH OF A SERIES

PARCEL POST

DELIVERY
USE OF
PATRONS

hotel, apartment
old file order direct-
accordingly, or a
a few cents a day.



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AL
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RE
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Pac



ARTHUR E. SUMMERFIELD, NEW BOSS OF NATION'S POSTAL SYSTEM, FITS INTO A FAMILIAR SETTING IN POST OFFICE DEPARTMENT BUILDING IN WASHINGTON

THE POSTMASTER GENERAL

ARTHUR E. SUMMERFIELD

HE MUST FULFILL PARTY'S SHORTEST—AND MOST EASILY TESTED—PLEDGE

As 54th Postmaster General of the U.S., heir to a service pioneered by Benjamin Franklin even before the Constitution was ratified, Arthur E. Summerfield has the responsibility for putting into action the shortest section of the Republicans' 1952 campaign platform—and one which the citizens most easily can check up on. "We pledge," said that section, "a more efficient and frequent mail delivery service."

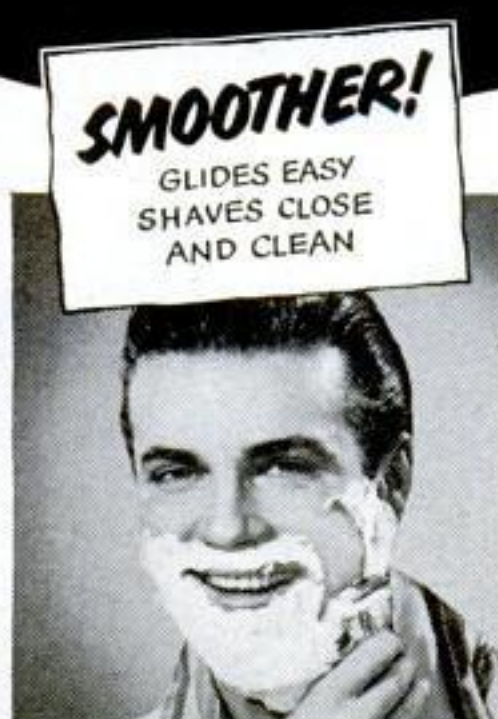
Applying business techniques, Summerfield is reorganizing the department, with some of the country's top real estate, financial and transportation experts (*p. 58*). Mail distribution is not altogether a new problem to Summerfield. The postal boss, now 54, quit school after the eighth

grade to take a job as mail boy for a Michigan auto axle firm. He parlayed this into a career as one of the largest Chevrolet dealers in the country. Traditionally an incoming president gives the Postmaster Generalship to the man who 1) was party chairman during the campaign and 2) will handle most of the patronage. Summerfield was Republican national chairman during the campaign. But he is not the Administration's patronage dispenser. Summerfield concentrates instead on the performance of the post office department which employs more than half a million people to sell postage stamps, deliver mail, sell money orders, migratory-bird hunting stamps, bonds and operate the world's largest savings bank.

CONTINUED ON NEXT PAGE

55

OUTSHAVES ANY LATHER OR BRUSHLESS CREAM



YOU'LL NEVER GO BACK TO LATHER OR BRUSHLESS CREAM AGAIN!

RAPID-SHAVE outshaves any old-fashioned lather or brushless cream—because no lather or brushless gives you all these big advantages!

QUICKER AND EASIER! Just press the button and—whish—instant lather! Richest, thickest, creamiest lather you've ever known! **TAKES THE FIGHT OUT OF WHISKERS IN SECONDS!** Yet with all its advantages over old-fashioned lather and brushless creams, it's only 79¢ a can. For the shave of your life—get **RAPID-SHAVE** today!

MORE THAN
70 SUPER
SHAVES—
ONLY 79¢

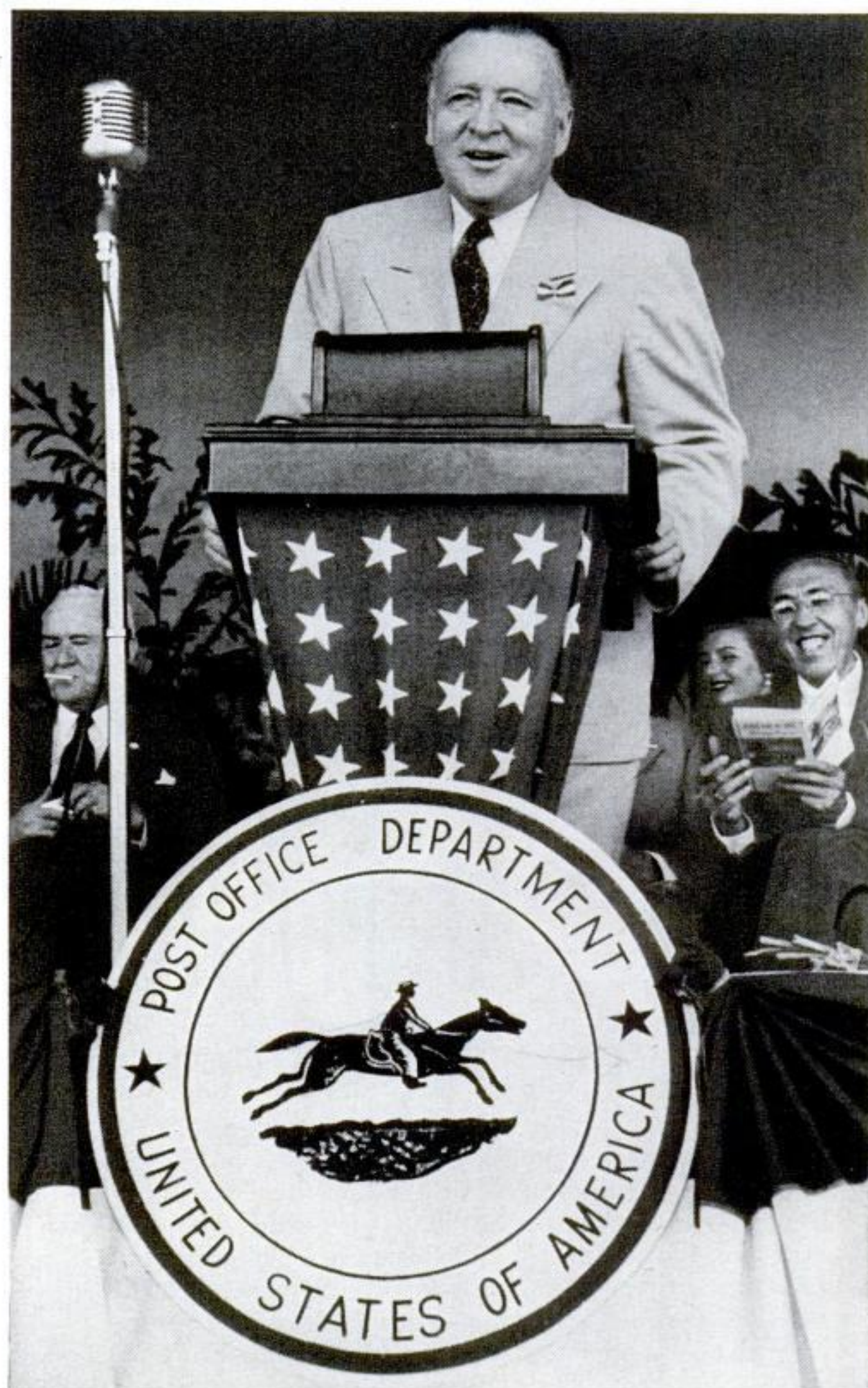
nearly 2½
months supply



SUMMERFIELD CONTINUED



ACCOMPANIED BY LOCAL OFFICIALS, SUMMERFIELD (IN LIGHT SUIT)



OFFICIAL BUSINESS of Postmaster General is dedication of the Miami annex (top), first new post office to be opened under Summerfield's regime.



INSPECTS NEW MIAMI POSTAL ANNEX ON THE DAY OF ITS DEDICATION



UNOFFICIAL REWARD for Summerfield is affectionate greeting from an enthusiastic admirer who rushed up out of crowd following formal address.

CONTINUED ON NEXT PAGE

...relax in Canada

Sightseeing, travel, play — **VACATIONS UNLIMITED**
— beckon you over the border



SEE NEW PLACES, NEW FACES — find interesting new things to do this year. Canada offers you a holiday feast to choose from ... fishing spots and romantic old cities ... quiet inland waterways, glorious coastal scenery ... gay resort life, next-to-Nature National Parks ... sailing, swimming and golf ... motor trips rich in scenic variety. You'll feel at home everywhere!

WAYSIDE SPOTS, famous ocean, lake and mountain resorts, cosy summer colonies ... you'll find *your* kind of vacation setting all ready for you.

SWEATERS, blankets, hand-loomed suitings — you'll find treasures in native and imported woollens. Shopping brings exciting rewards. See your travel or transportation agent soon; send coupon now.



01-1-01-53-04
CANADIAN GOVERNMENT TRAVEL BUREAU
Department of Resources and Development Ottawa, Canada

Please send your 48-page, full-colour book on vacation attractions in all parts of Canada ☐. Tell me where Canadian travel films are available in the U.S.A. ☐
Check ☒ as required.

Name _____
(PLEASE PRINT)
Address _____
Town _____ State _____

Raytheon TV GUARANTEES all-channel VHF-UHF tuning



The nerve center of any TV set is its tuner. And no tuner in use today can out-perform Raytheon's all-channel VU-matic* tuner, factory-installed inside the cabinet. Raytheon is *engineered* — not just

"adapted"—for true picture clarity on all 82 channels.

Think of it — one-knob control of the best that television can bring you. Other big plus-points — flawless cabinetry, illuminated slide-rule dial, amplifiers that boost weakest "fringe" signals more than 2½ million times and give clear pictures far beyond conventional 50-mile limits.

These are *facts*, not unsupported claims. Investigate them for yourself. This is the year to talk TV with a Raytheon dealer.



21" ESSEX — A distinctive piece of furniture, styled in rich grained mahogany veneers; exclusive one-knob VU-matic tuner, AM radio; drawer with plug-in for 3-speed record player lets you transform set into luxurious combination.

Raytheon TV from \$199.95 to \$750.00, including federal tax and one-year warranty. Prices subject to change without notice.



SEEING EYE AT SEA — Nothing is left to chance aboard the S.S. United States. Here, Commodore Harry Manning, of United States Lines, looks at big ship's Raytheon Mariners Pathfinder® Radar. All's well! Raytheon is the world's largest producer of marine radar.

*Trademark

Built **RAYTHEON** Designed
FOR TODAY... FOR TOMORROW

RAYTHEON MANUFACTURING COMPANY, WALTHAM 54, MASSACHUSETTS

SUMMERFIELD CONTINUED

HIS TEAM OF TOP EXPERTS



TRANSPORTATION

John C. Allen, whose authority covers all means of conveying and distributing mail, was general traffic manager for Sears, Roebuck and Co.



PERSONNEL

Charles Hook Jr., with long governmental and industrial record, is in charge of employees who represent 70% of department's total budget.



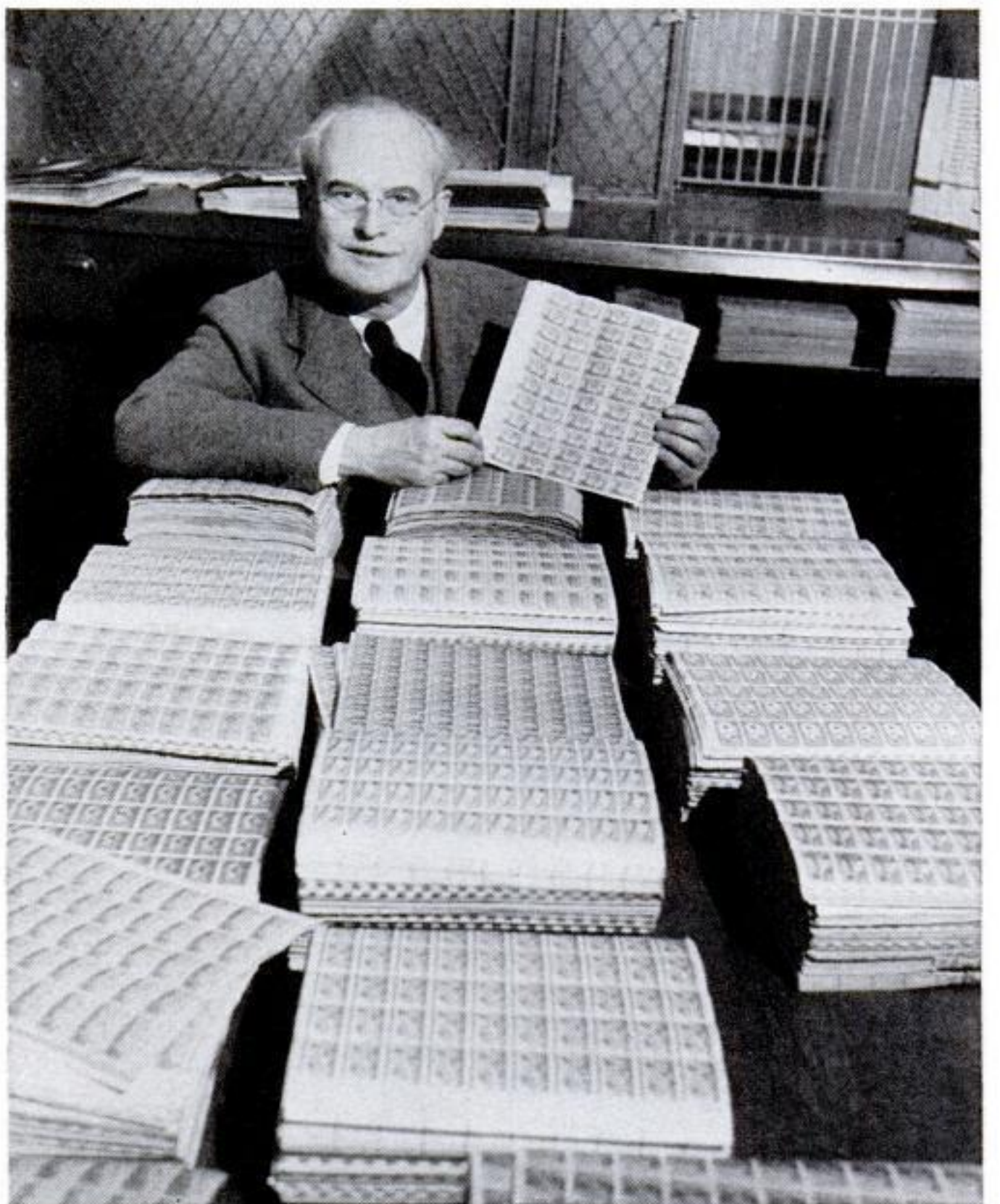
FACILITIES

Ormonde A. Kieb, industrial realtor, was selected for Summerfield by leading insurance companies to handle nation's 43,000 post offices.



SOLICITOR

Ross Rizley, former Oklahoma congressman, handles the department's legal matters and represents Summerfield at congressional hearings.



FINANCE

Albert J. Robertson, with responsibilities covering money orders and issuance of commemorative stamps, holds \$25,000 worth of stamp collectors' delight.

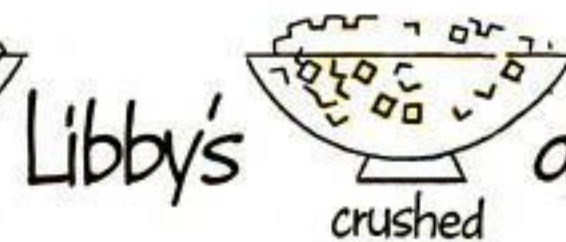
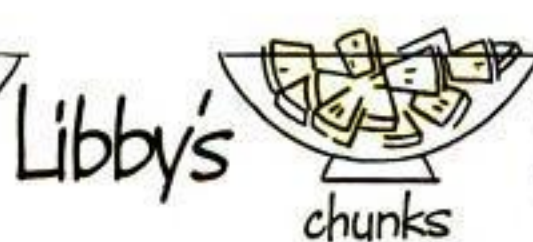
Quick-Packed in Hawaii to bring you
the freshest-tasting pineapple juice ever-
from **Libby's** own plantations, in the
land where the finest pineapples grow-



Libby, McNeill & Libby, Honolulu, Hawaii



that's why **Libby's** is the kind to get!



don't forget!

SINCE THE OUTBREAK of war in Korea, America has been working against time to build up its Air Power. Only our military leaders and Congress can decide how much Air Power we should have at any given time. Yet, as a leading manufacturer, we feel a responsibility to help you understand the vast complexity of modern aircraft . . . and why a "happy medium" level of production must be maintained in peace so that we can expand quickly to meet emergencies. Second-best Air Power is not enough in war. America's future security demands a long-range Air Power program in peace as well as in emergencies.



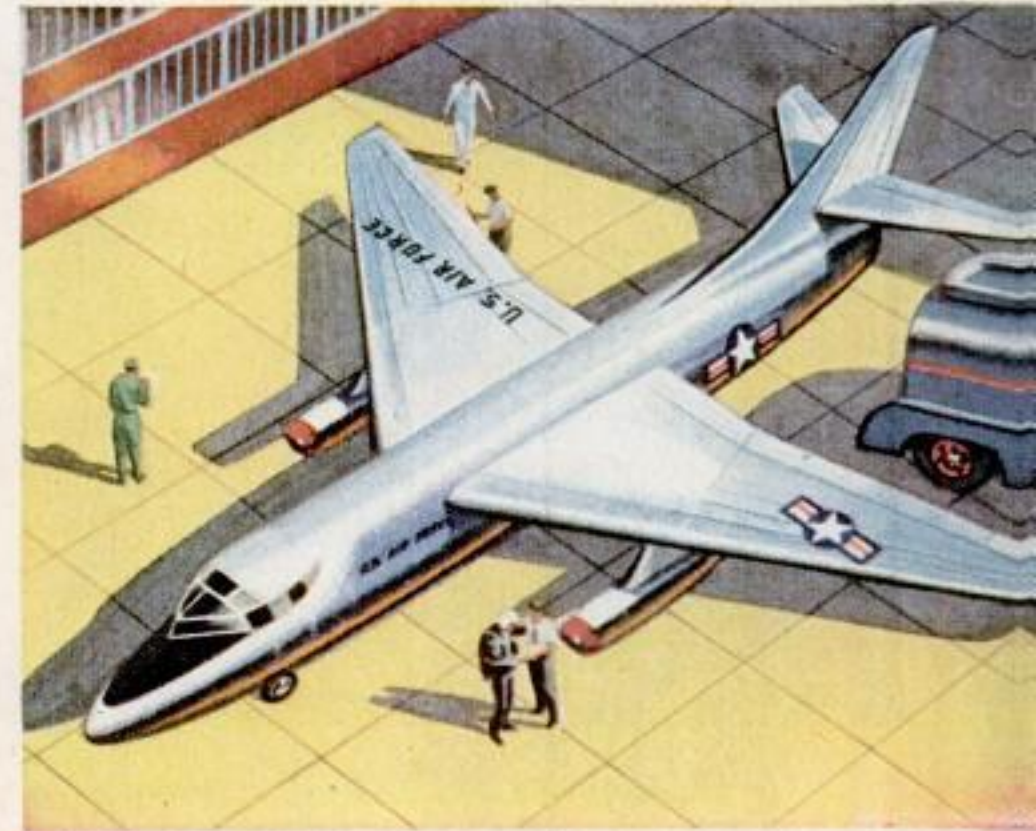
INTERCONTINENTAL CONVAIR B-36s, POWERED BY SIX PRATT & WHITNEY 3800 H.P. ENGINES AND FOUR JETS, CAN FLY FARTHER THAN ANY OTHER BOMBERS IN THE WORLD.



NINETY-TWO-TON MEDIUM BOMBERS, 600 M.P.H. BOEING B-47s, ARE JOINING U. S. AIR FORCE UNITS IN QUANTITY.



ALL-JET GIANT OF THE FUTURE . . . THE BOEING B-52, REQUIRED ABOUT 8 MILLION MAN-HOURS TO DESIGN.



FAST, LIGHT DOUGLAS RB-66s HAVE BEEN ORDERED BY THE U. S. AIR FORCE FOR RECONNAISSANCE MISSIONS.

TWICE THE RANGE

BUT 4 TIMES HARDER TO BUILD

**Mighty intercontinental bomber fleets are now ready
—9 full years after initial production began**

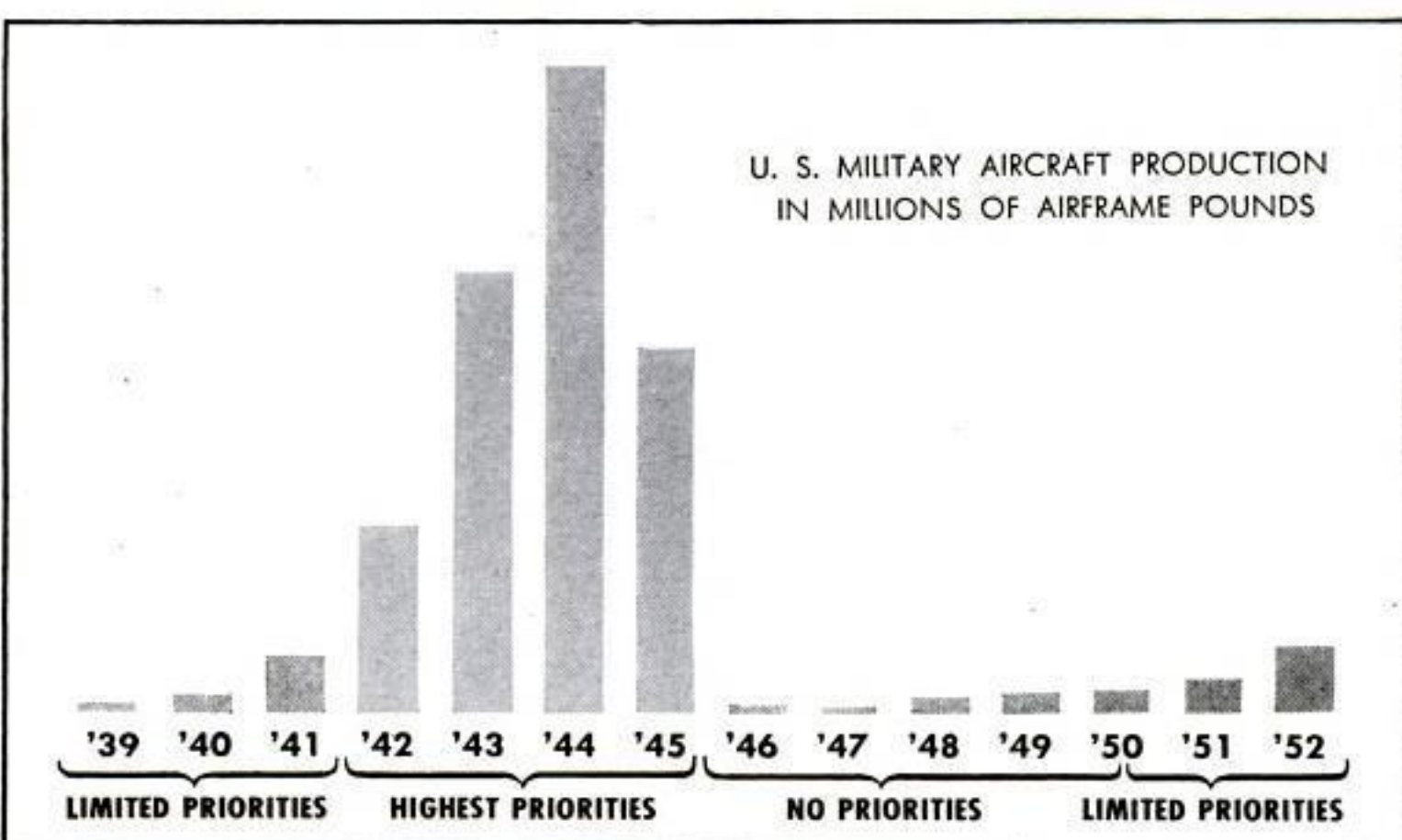
The giants are ready! At guarded bases across the land, fleets of B-36s are poised to retaliate immediately if any enemy should start a global war.

The ability of these aircraft to deliver atom bombs to any major target in the world has given this nation a priceless advantage in long-range striking power . . . and precious time in which to begin rebuilding *overall* air strength. But building B-36s has been a hard, exacting job.

Their size and complexity are staggering. So big are they that their fuel alone, at capacity, weighs more than a fully-loaded bomber of World War II. Their complexity is illustrated by equipment like the radar bombing system. This alone weighs almost a ton, compared to a mere 50 pounds for the famous bombsight of 1945.

You can well imagine the problems involved in the design, development and production of these giants—and of the even newer types that are well under way. Everything about them takes more time and costs more money. But America can be grateful that military leaders, nearly a decade ago, authorized their production . . . and that the country's aircraft industry had the skill and capacity to deliver them.

For today your Air Force has bombers with twice the range, 1½ times the speed, 3 times the bombload, and the ability to fly much higher than World War II's biggest, the B-29. And despite the problems involved in the production of these planes, and others relatively as complex, the American aircraft industry has increased its production rate 5 times since the outbreak of war in Korea in June, 1950.



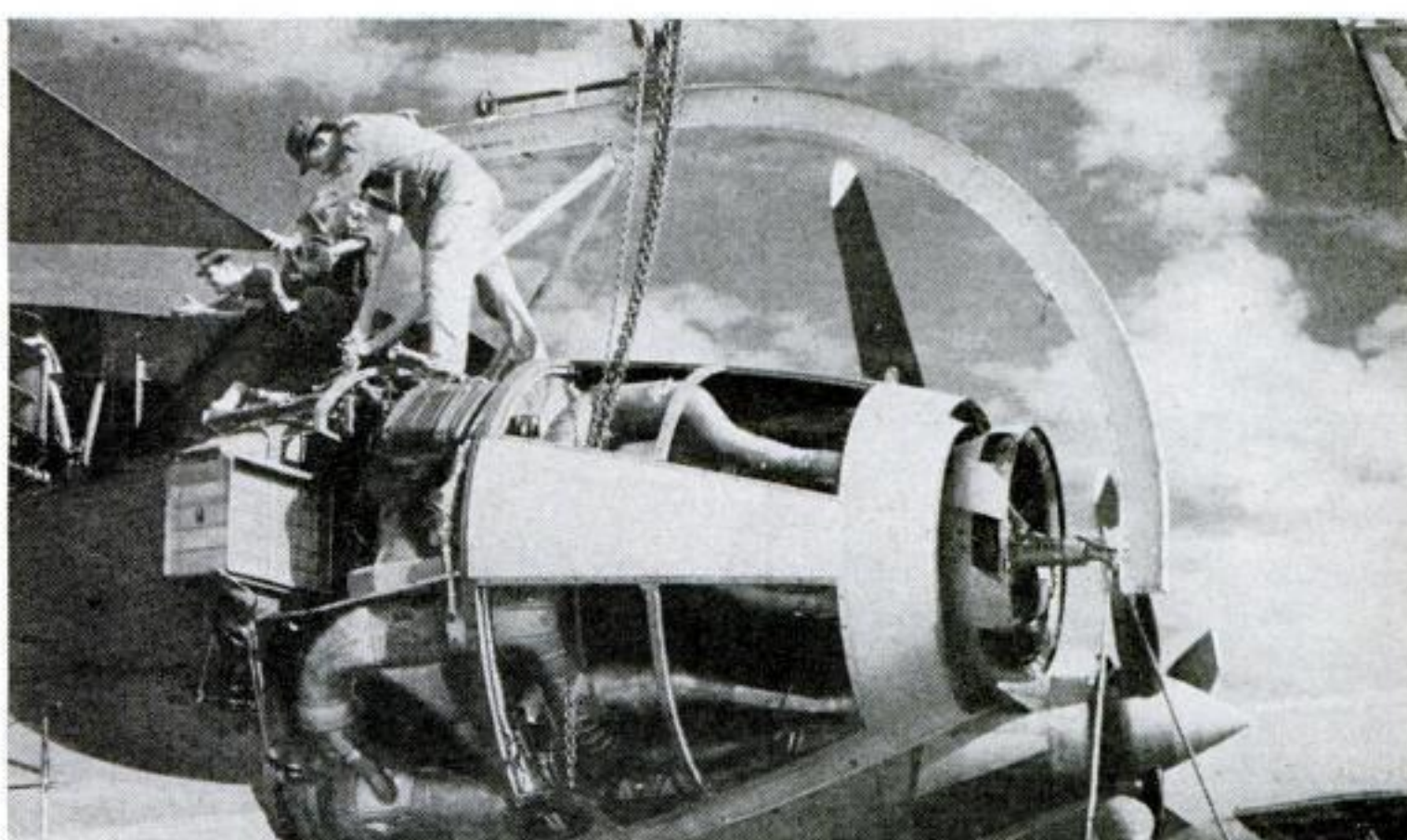
AS YOU CAN SEE by the above graph, even with war raging, it took 5 years from 1939 to reach peak production of 96,369 planes. In 1946 output was cut to less than 2% of peak, and America's productive capacity was allowed to deteriorate. No one advocates all-out production in peace, but it is apparent that if the nation is to meet emergencies such as occurred in 1941 and 1950, it must have a sustained airpower program.



EVEN SUCH FACILITIES as Convair's 4,000,000-square-foot plant are taxed by today's mammoth planes. Here, a B-36 is hoisted so that the 4-story tail will drop and clear the factory roof. This giant contains 68,000 shop-made parts, not including bolts, nuts, rivets, any of the parts in its 10 engines or any of the complex equipment furnished by the Government. This plane called for over 87,000 "custom-made" tools.



RADAR BOMBING SYSTEMS, weighing 40 times more than 1945 bombsights, are an example of complex equipment in modern bombers. At today's high speeds and altitudes, electronics systems are necessary to solve combat problems far beyond human abilities. Such systems—still under security wraps—required years to design and build. But with them, major targets can be hit from 40,000 feet, in darkness or foulest weather.



SIX BIG PRATT & WHITNEY WASP MAJORS provide almost 23,000 h.p. for the Convair B-36—more power than three diesel-electric locomotives. Together with four jets, they push the 178-ton bomber to stratospheric altitudes of 40,000 feet and higher. These precision-made, 24-cylinder Wasp Major engines required about 730,000 man-hours to design and more than 11,000 special tools, jigs and fixtures to build.

UNITED AIRCRAFT CORPORATION • EAST HARTFORD, CONNECTICUT

Makers of Pratt & Whitney engines, Hamilton Standard propellers and aircraft equipment, Chance Vought airplanes, and Sikorsky helicopters for the United States' armed forces and the finest airlines in the world.



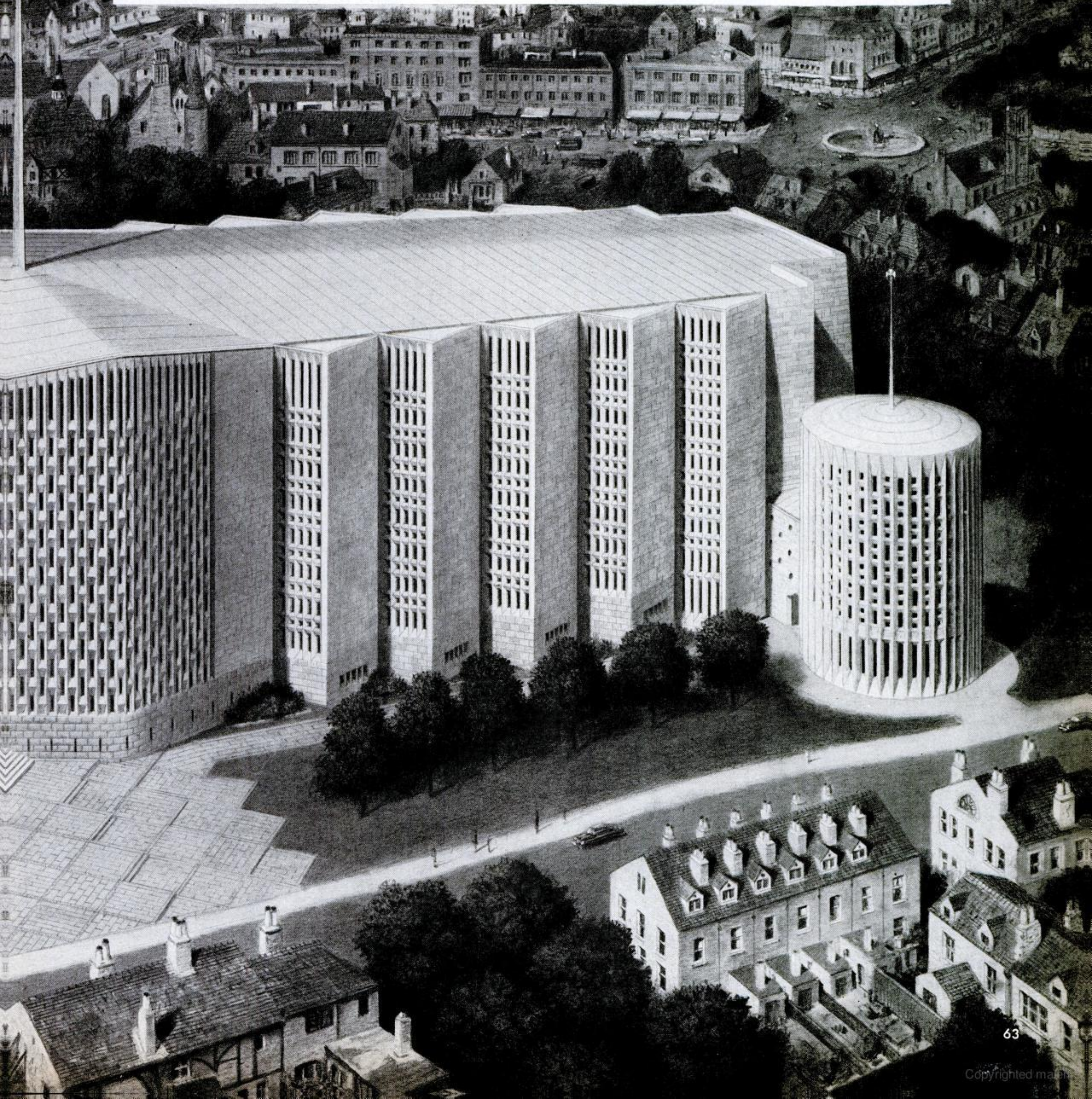
A New Cathedral for Coventry

ULTRA-MODERN DESIGN SHOCKS TRADITIONALISTS

Ever since the Germans destroyed most of their city in 1940, leaving only the shell and spire of their famous 14th Century cathedral, the people of Coventry had hoped to rebuild their church in its beloved original form. But now, after 12 years of delays, the tradition-loving Coventrians have gotten a shock. After much haggling, the Reconstruction Committee has decided to leave the old Gothic ruins as they are and to put up a new cathedral, not medieval at all but starkly modern, as shown in the drawing below.

The new cathedral, which will cost £800,000, will be

built at right angles to the old one and attached to it by a large open porch. Like the old one, it will have walls of pink local stone but will be built around modern concrete and steel foundations and vaultings. It will be horizontal in shape, to counterbalance the spires of both the old cathedral and nearby Holy Trinity Church, and will have zigzag walls with most of the grilled windows facing the main altar. Attached to the sanctuary (*at lower right*) will be a small, conical-shaped Guild Chapel dedicated to the labor crafts of 20th Century, highly-industrialized Coventry.





In any weather...with any camera...
Clear, bright snapshots
guaranteed
*if you use **ANSCO** film!*

You get the kind of clear, bright snapshots you like with Ansco All-Weather Film, or get a new roll free! Yes, either you are completely satisfied with the snapshots you make with *any* camera, in *any* weather, *indoors* or *out*, or just return the guarantee bond and negatives for a new roll of film.

Why take chances with other makes of film, when Ansco—and *only* Ansco—guarantees results? Ask for Ansco All-Weather Film in the bright red, blue and white package wherever you buy!



You Save 15¢
 by getting Ansco All-Weather Film in the 3-Roll Economy Pak! Also single rolls.

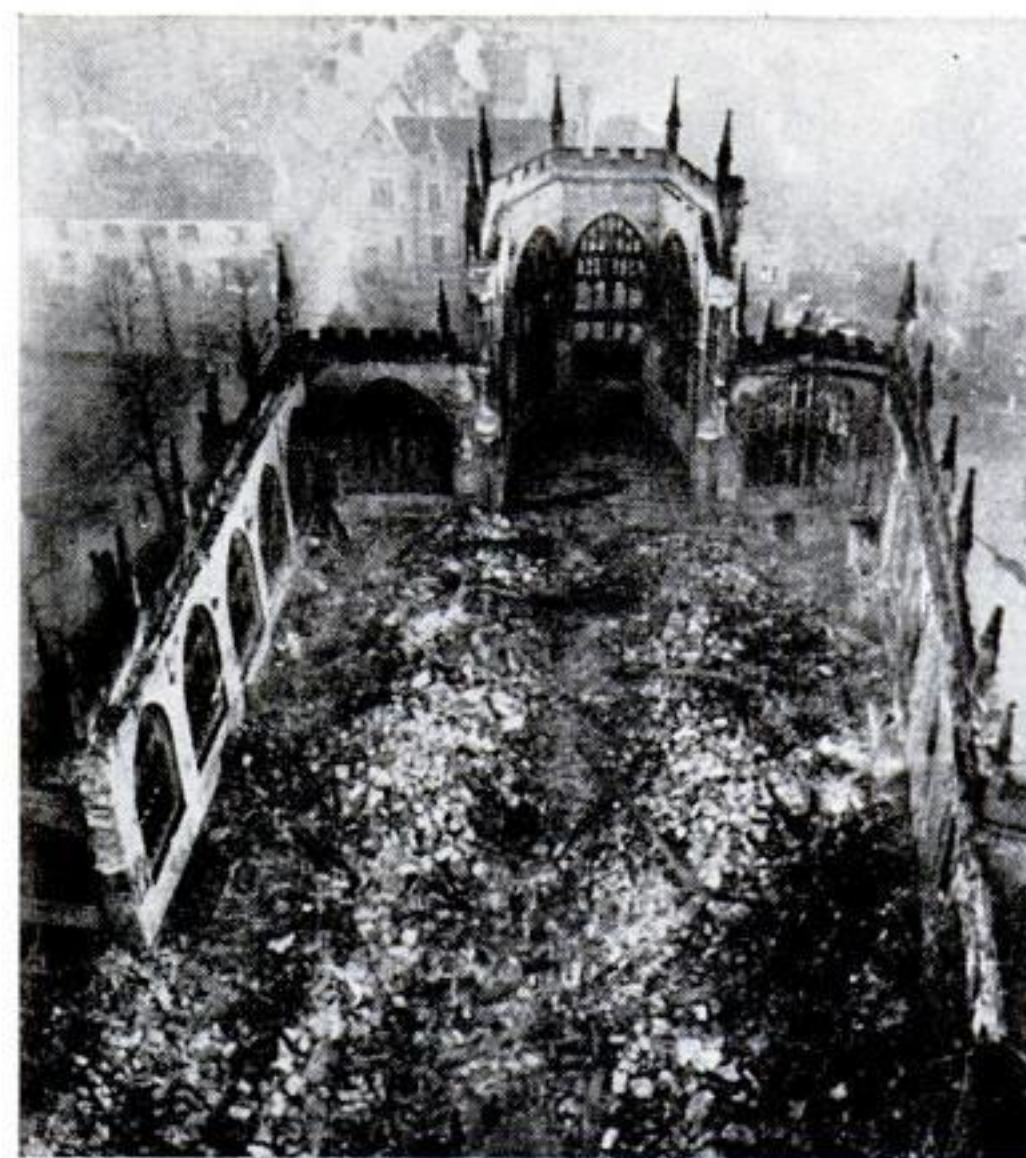
Anso Readyflash. This easy-to-use flash camera is of sturdy metal construction. Makes album-size 2¼x3¼" pictures. A real Ansco value . . . \$6.30
 Flash Attachment . . . \$2.75



ANSCO, Binghamton, N. Y. A Div. of Gen'l Aniline & Film Corp. "From Research to Reality."

Anso All-Weather Film

COVENTRY CATHEDRAL CONTINUED



AFTER THE RAID in 1940 cathedral was a rubble heap. Picture was taken from spire looking toward sanctuary.

SPACE-MINDED ARCHITECT



SPENCE IS SCOTTISH

Architect Basil Spence (*left*), 45, who designed the new Coventry church, had never before done a cathedral. He drew the plans in his spare time while designing an atomic research laboratory in Glasgow. But the cathedral committee liked his functional approach and picked his design over 218 others. His interior will have a nave as wide as the chancel (*below*), giving church-goers a view of the altar uninterrupted by columns. The zigzag walls are meant to cut down on direct glare from the windows. Said the Reverend Richard Howard, Coventry provost, "Yes, I know it looks like a cinema, like a factory, like a block of flats. That is why I like it. It belongs to this age." Meanwhile, Architect Spence is working on another church. It will be in the form of a cave because the patron, St. Ninian, lived in one.



NEW INTERIOR, simple and roomy, will have the largest tapestry in the world on the chancel wall. Old cathedral's charred cross will be on the altar.

New, simple way to fascinate a family:

Homemade Hot Cross Buns



Luscious Lenten surprise—your own fresh-baked Hot Cross Buns! Light, plump, still warm and fragrant from the oven. Simple to make. Merely open a package of Pillsbury Hot Roll Mix, dissolve the fresh-acting yeast you find inside—then stir in the mix. (It's only three minutes from package to dough ready for rising.) Pillsbury Hot Roll Mix is now at your grocer's. Why not get some?

Ann Pillsbury's HOT CROSS BUNS

BAKE at 400° F. for 15 to 20 minutes. MAKES 16 buns.

- | | | | |
|---------------------------------|---|---|--|
| Combine | Pillsbury Hot Roll Mix | Shape... | dough into 16 buns; place on greased baking sheet and cover. |
| $\frac{3}{4}$ cup raisins | | Let rise .. | in warm place until light. (If desired, combine 1 egg white and 2 tablespoons cold water and brush over tops of buns.) |
| 3 tablespoons chopped citron | | Cut..... | a cross in top of each bun with scissors. |
| 2 tablespoons sugar | | Bake.... | in moderately hot oven (400° F.) 15 to 20 minutes. |
| $\frac{1}{2}$ teaspoon cinnamon | | Combine | 2 teaspoons milk |
| | | $\frac{1}{2}$ cup sifted confectioners' sugar and | |
| | | $\frac{1}{8}$ teaspoon vanilla. | Drip over hot buns, filling crosses. |
| Dissolve | yeast in 1 cup water as directed on Pillsbury Hot Roll Mix package. | | |
| Add | Hot Roll Mix mixture immediately. Blend well. Grease top; cover. | | |
| Let rise .. | in warm place (85° to 90° F.) until double in bulk, 30 to 60 minutes. | | |

Make them easily... Make them beautifully with

Pillsbury Hot Roll Mix



At Fabulous Waikiki...



Enjoy today's magnificent **PM**

Smart Guests agree on **PM**

THE DIVIDEND WHISKEY

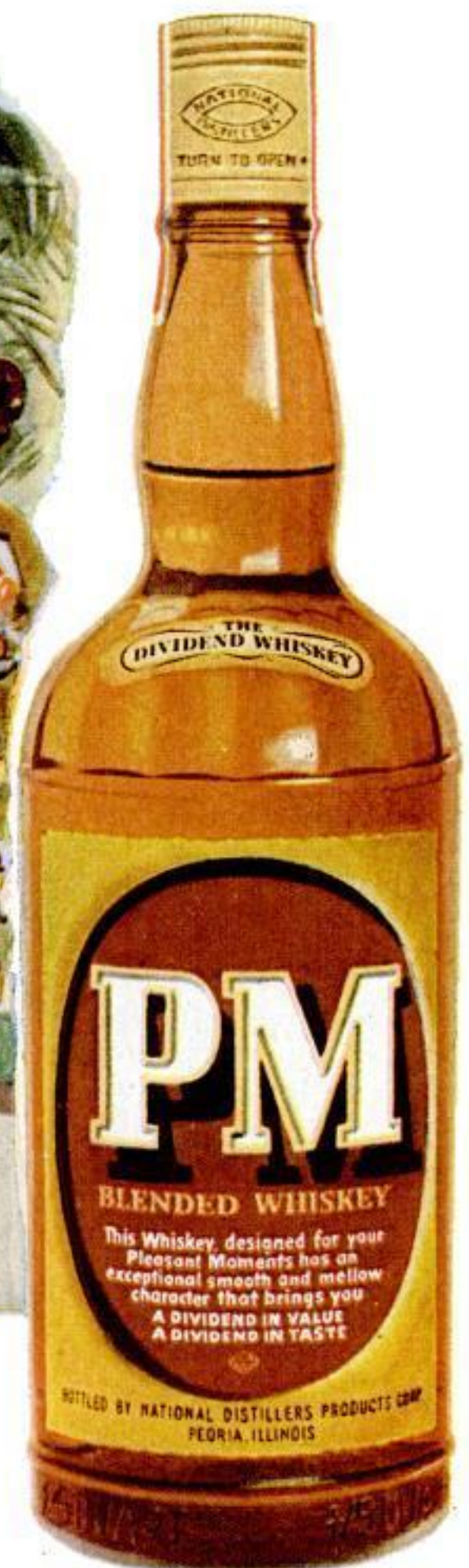
A dividend in
VALUE!

You'll prefer **PM** over whiskies costing up to \$1.00 more! And the difference you save...buys you up to **4 EXTRA DRINKS!** 

At Waikiki, guests can afford the very finest of whiskies. More and more, they choose PM. They prefer its distinctive, mellow taste to that of the world's most expensive blends.

Yet PM's modest price means you get up to 4 extra drinks with every bottle. Enjoy PM tonight.

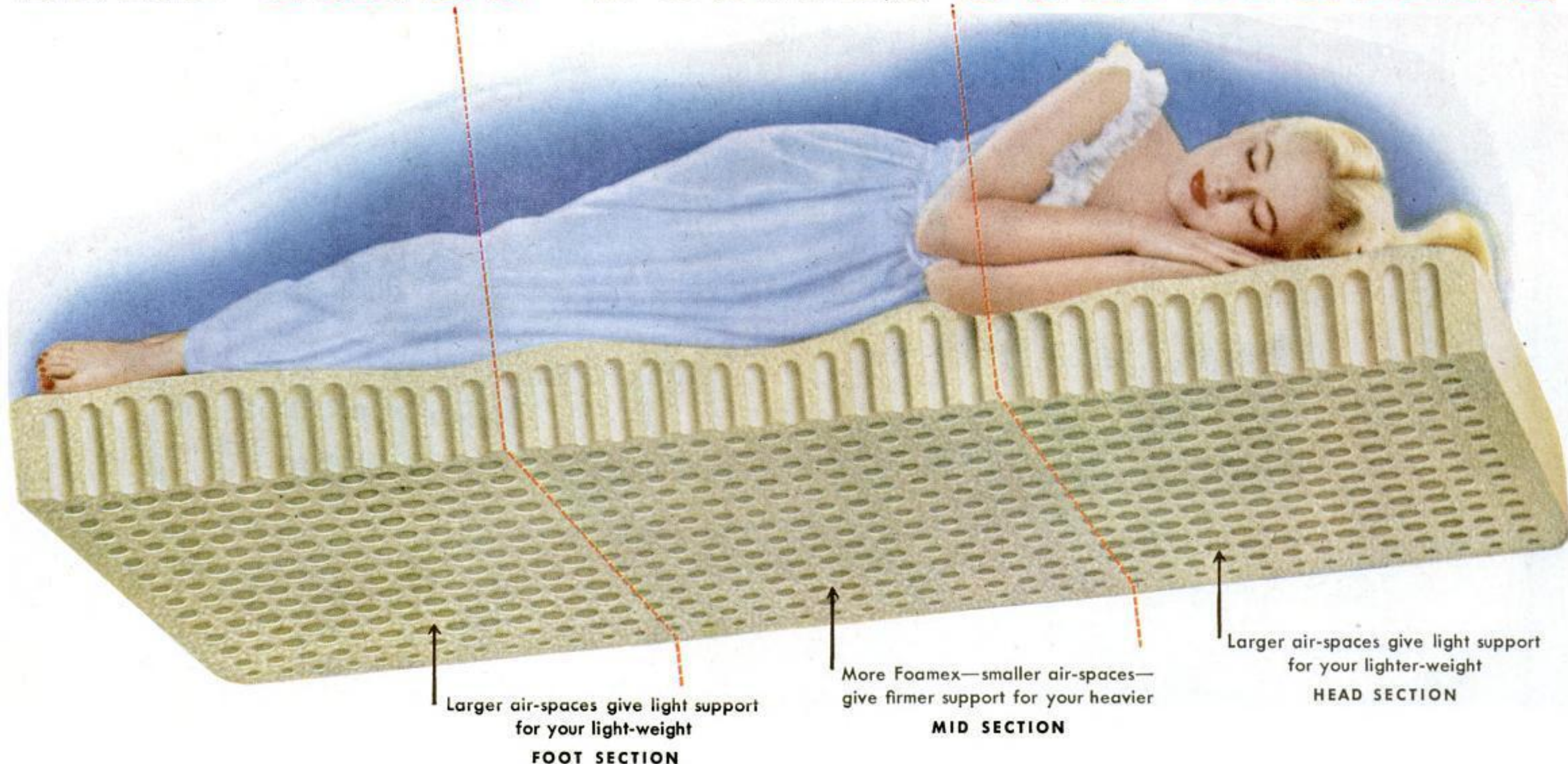
You'll discover it's *America's smartest buy!*



...the dividend whiskey!

© NATIONAL DISTILLERS PRODUCTS CORP. N. Y., N. Y. BLENDED WHISKEY • 86 PROOF • 65% GRAIN NEUTRAL SPIRITS

THE REST COMES NATURALLY



...because only **Foamex Form-Fitted Mattress** supports your natural shape in balanced comfort!

Unless you're built like a board or a hammock, you can't relax on a mattress that meets your curves only half way. One (and only one) mattress is light enough to cradle the curve of your face... firm enough to support the mid-section of a 350-lb. man. It's the *Foamex Form-Fitted Mattress*.

Blissfully comfortable—years and years from now!

Yes, you'd expect a mattress to be comfortable, when new. But *Foamex* comfort goes much further—a lifetime further, in fact. Night after night after night, *Foamex* lures you to sleep with "brand-new" comfort. Without ever lumping, humping or sagging. Remember, a *FOAMEX* MATTRESS HAS NEVER BEEN KNOWN TO WEAR OUT!

Sleep sweet, awake refreshed!

It's a sensation like nothing else on earth. Sinking into deep sleep on a *Foamex* mattress that literally "breathes" away your stale tiredness... soothes each aching muscle and jangling nerve. You awake alert, lively, ready for the day.

A sound night's sleep costs less than an aspirin!

And you'll want to throw away the bottle, once you've tried *Foamex* sleep! There's a *Foamex Form-Fitted Mattress* with Box Springs specially designed to make the most of *Foamex* comfort. At your favorite bedding department. Stretch out and try it. The rest comes naturally.

Call Western Union by number; ask for Operator 25. She will give you the name of the store nearest you that features this luxury sleep combination.



LOOK FOR THE TICKING WITH THE FIRESTONE "F"
It identifies the Form-Fitted Mattress and Box Spring Combination at your favorite store.

Form-Fitted Mattress of Firestone Foamex **79⁷⁵**

Box Spring specially designed for Foamex **69⁷⁵**



FOAMEX
for comfort in cars



FOAMEX
for comfort in pillows



FOAMEX
for comfort in furniture

Firestone FOAMEX® has never been known to wear out!

Enjoy the Voice of Firestone Monday Evenings Over NBC Radio and Television.

© 1953 FIRESTONE INDUSTRIAL PRODUCTS COMPANY



U.S. HELP FOR ZIERIKZEE

Hays, Kan. adopts flood-ravaged Dutch town with money and food

As Mayor Vernon Meckel of Hays, Kan. listened last month to the news of Holland's worst modern flood, he remembered a Dutch girl named Catherina ("Tiny") Slaap who attended Fort Hays Kansas State College and made a great hit with the townspeople before returning to Holland to teach. The mayor decided Hays

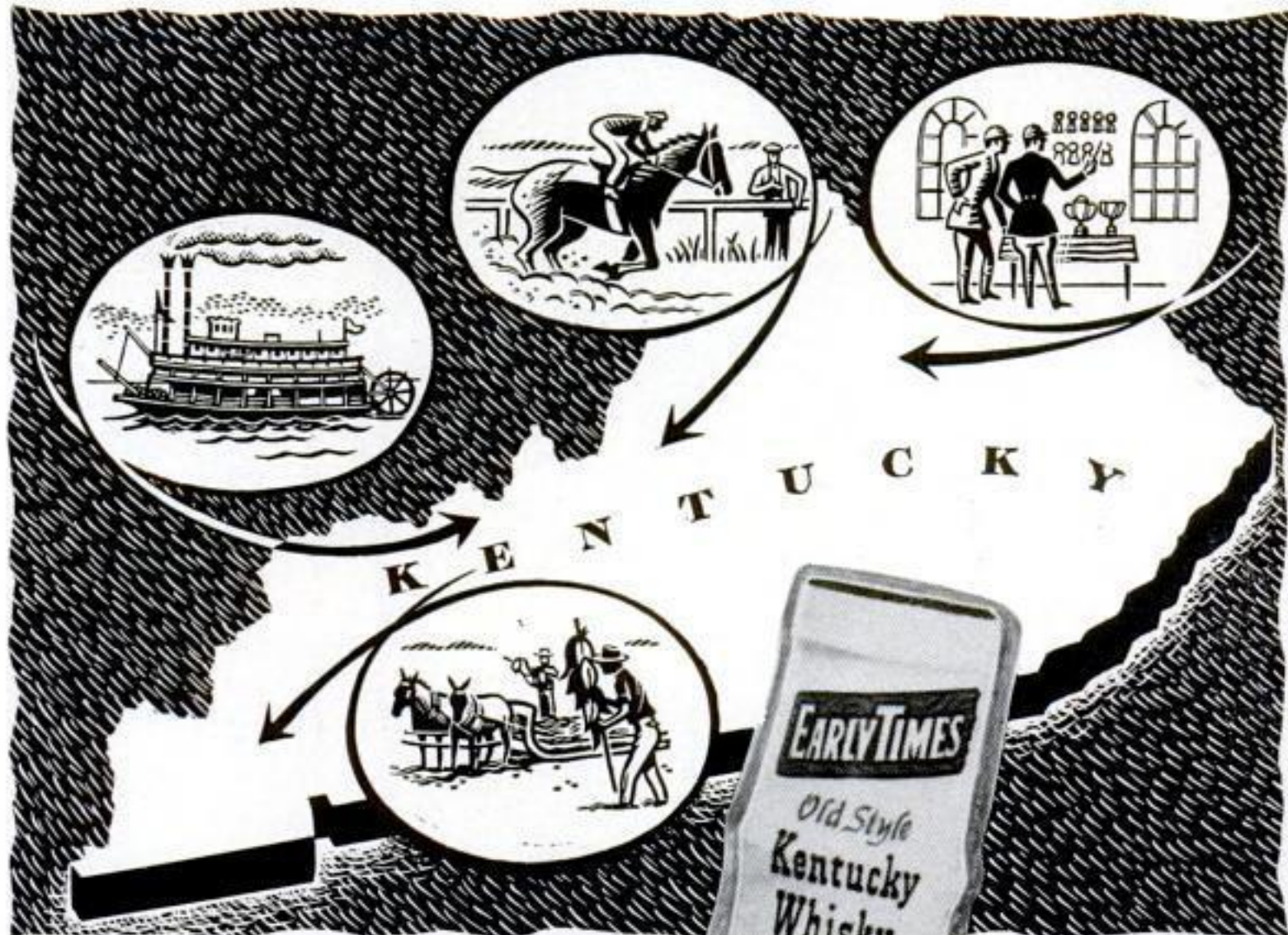
should adopt Tiny's town of Bussum during the flood. The drive began, then the mayor got news: Bussum was nowhere near the flood. Switching, Hays adopted Zierikzee, where the flood wrecked the town. This week 20,000 cans of food and \$8,000 were on their way from Hays, Kan. to the compatriots of Tiny Slaap.

STRICKEN TOWN of Zierikzee which Mayor Meckel of Hays, Kan. locates on map (right) for

Ralph Butler, chairman of Hays Help for Holland, lies in ruins (below) after the flood, which killed 23.



THIS IS KENTUCKY



BECAUSE
It's Every Ounce a Man's Whisky

KENTUCKY STRAIGHT BOURBON WHISKY • 86 PROOF
 EARLY TIMES DISTILLERY COMPANY, LOUISVILLE 1, KENTUCKY

Help for Zierikzee CONTINUED



THE FOOD FOR ZIERIKZEE, en route to eastern port, gets send-off from Hays schoolchildren. The 14 tons of goods collected included 20,000 cans of



THE FLOOD AT ZIERIKZEE recedes and housetops and telephone pole emerge. Almost half the town's 7,000 inhabitants were forced to flee. Though



meat, fruit and vegetables and some clothing. Hays lies on the Big Creek, has had four floods of its own and can easily understand Zierikzee's plight.



Hays's help has not yet reached Zierikzee, the Dutch government has already, in appreciation, sent Hays a film of Zierikzee's 11th Century celebration.

CONTINUED ON NEXT PAGE

JUST ONE BRUSHING WITH **COLGATE** Chlorophyll Toothpaste **DESTROYS BAD BREATH** Originating in the Mouth *MORE EFFECTIVELY!*



**Clinical Tests Prove It Works
More Thoroughly, for a Longer Time
Than A Non-Chlorophyll Toothpaste!**

In "Osmoscope" tests with actual cases, (men and women who had unpleasing breath), Colgate Chlorophyll* Toothpaste was proved to act *more thoroughly*,

and give *longer-lasting* protection. Even at the end of four hours, it was proved to give *far greater reduction* of bad breath!

RIDS MOUTH OF DECAY BACTERIA!

Just one brushing with Colgate Chlorophyll Toothpaste cleans your mouth of a high percentage of bacteria. Remember: bacteria and acids are a chief cause

of tooth decay. Every time you brush with Colgate Chlorophyll Toothpaste you reduce these destructive acids!

COMMON GUM TROUBLE REDUCED TWICE AS FAST!

Clinical tests (now published in a dental journal!) with 589 children show that chlorophyll toothpaste can reduce gingivitis *twice as fast* as a white toothpaste! Even *severe* cases were quickly im-

proved! Here is scientific proof that regular brushing with Colgate Chlorophyll Toothpaste can help your children have a better chance for sound, healthy gums!

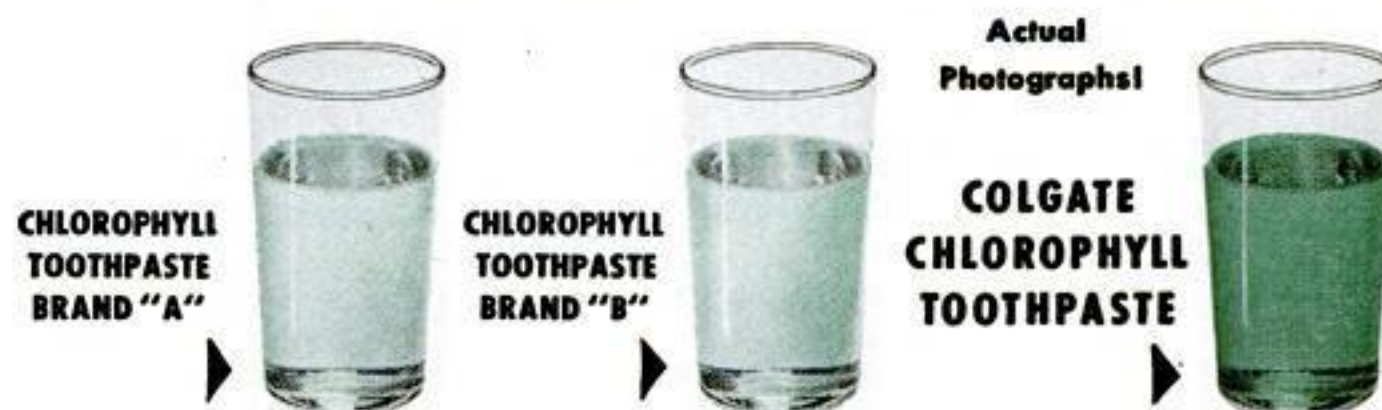
*Contains water-soluble chlorophyllins

YOU CAN PROVE IT YOURSELF!

No Other Toothpaste

HAS MORE ACTIVE CHLOROPHYLL

And You Can Be Sure Colgate's Is in *Effective, Soluble Form!*



Here is the proof! When equal amounts of Brand "A", Brand "B" and Colgate Chlorophyll Toothpaste are mixed with water, the solution with Colgate turns a darker, richer green, thus proving it contains more soluble chlorophyll than either brand. And while the chlorophyll in other brands may settle to the bottom, you won't see this happen with Colgate Chlorophyll Toothpaste. The water remains a clear, dark green, even for days, showing that the chlorophyll is completely dissolved—ready to help you against bad breath and common gum disorders!

***Make Sure You Get The Full Benefits of a Chlorophyll
Toothpaste...with this New, Exclusive Colgate Formula!***



YOU BETTER GET WILDROOT CREAM-OIL, CHARLIE!



Get that successful look
with America's largest
selling Hair Tonic!



CAN YOUR SCALP PASS
THE FINGERNAIL TEST?

Don't give dandruff and
dryness a chance to ruin
the looks of your hair. Keep
it neat and natural all day
with Wildroot Cream-Oil.
Made with the heart of
Lanolin, so much like the
natural oil of your skin!

29¢ 60¢ \$1



COLLECTION OF CANS is made by Mayor Meckel from Hays schoolchildren, who were asked to bring one each inscribed with name, address and age.

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In engineering...in styling...
the world's finest automatic watch



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(pronounced Jer-ard' Perry-go')

610 Fifth Avenue, New York 20, N. Y.

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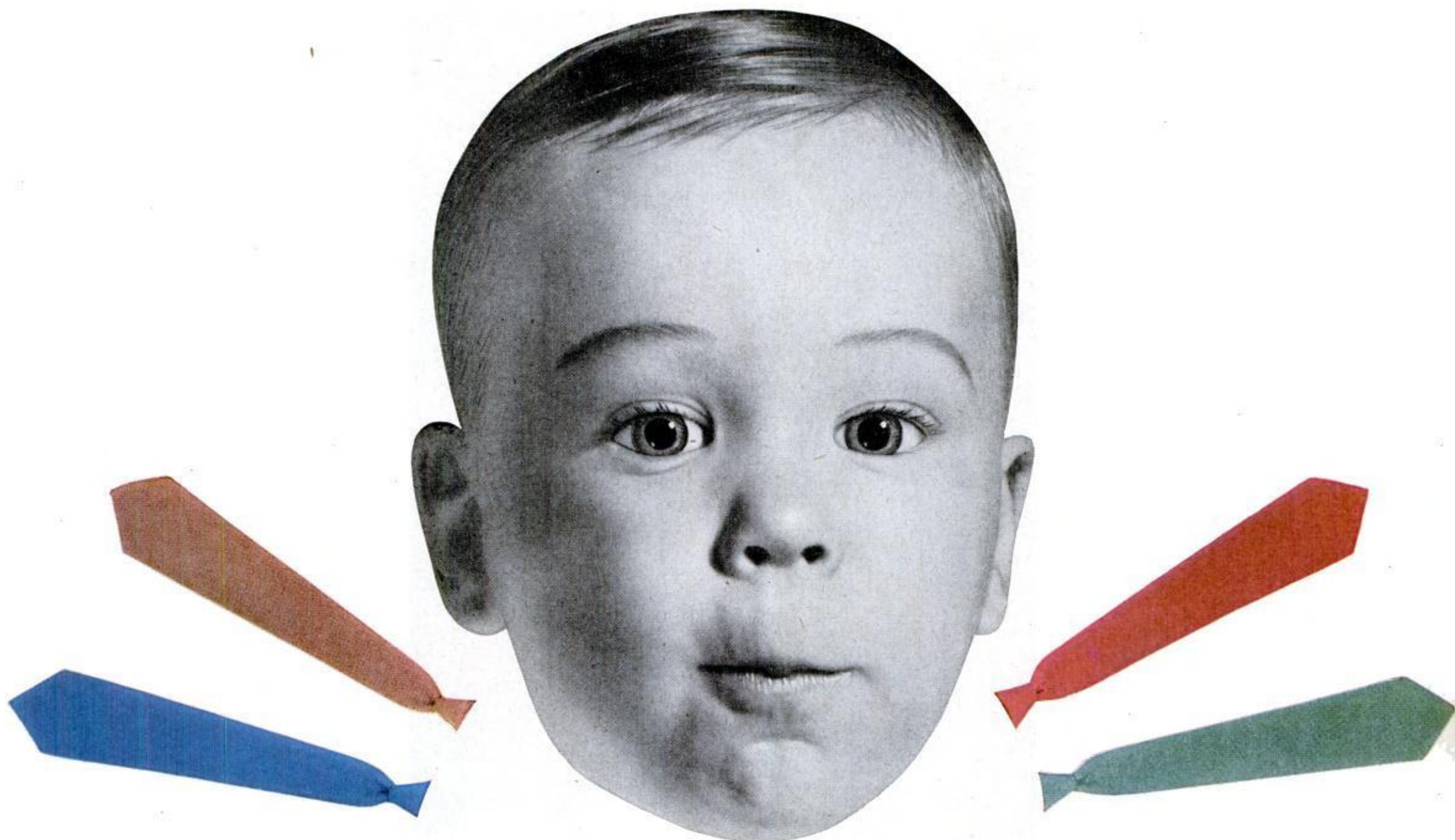
Fine watches since 1791

14K Gold, 17-jewels, \$155. Fed. Tax Incl.
Gold-filled from \$71.50.

OFFICIAL WATCH OF CAPITAL AIRLINES



CLUTTER OF WRECKAGE covers nearly all of Zierikzee. Five hundred of its 1,985 houses are still unlivable, its gas and sewer systems still unrepaired.



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Over 70 years of rigid adherence to the highest standards of weaving by Priestley of England have made Nor-East Non-Crush the world's longest wearing tie.

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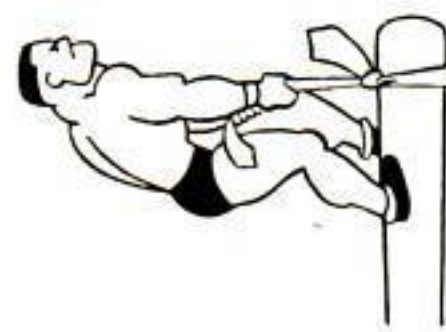


CRUSH IT!.....TWIST IT!.....



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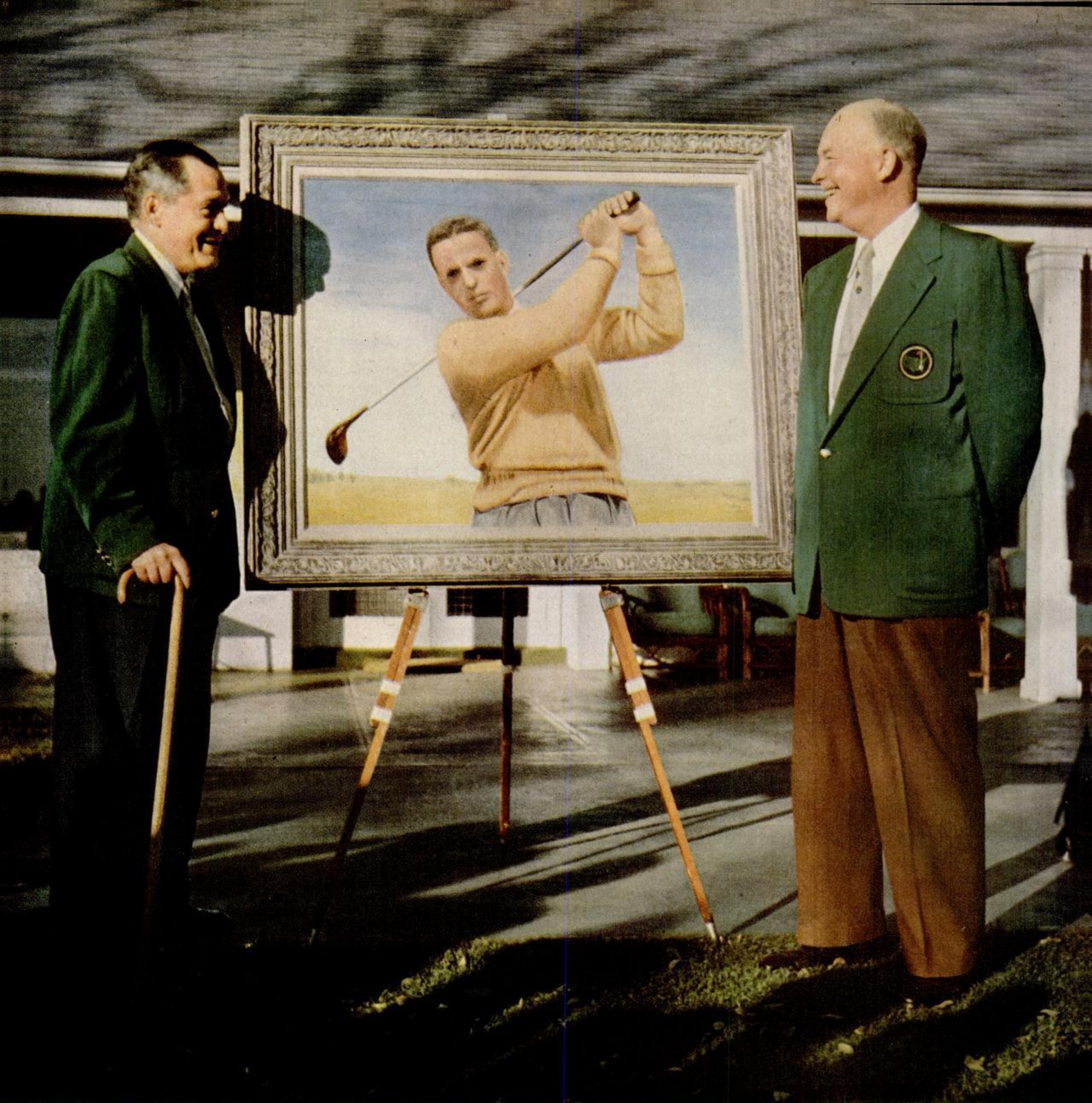


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NOR-EAST† NON-CRUSH† TIES

Woven in England from imported Australian fleeces and Turkish mohair

For Name of Nearest Store, write Wembley, Inc., Empire State Building, New York, or Merchandise Mart, Chicago • Copyright 1953, Wembley, Inc., New Orleans • †Reg. U. S. Pat. Off.—B. Priestley & Co.



PORTRAIT BY THE PRESIDENT

Amateur artist expresses in oils his amateur golfer's admiration for the old expert, Bobby Jones

As an enthusiastic amateur golfer Dwight D. Eisenhower always has had deep admiration for Bobby Jones. As an enthusiastic amateur painter he worked, on and off, for six weeks to express that admiration on canvas. Last month on the terrace of the Augusta National Golf Club in Georgia, President Eisenhower, wearing his

green jacket of club membership, presented the oil portrait to his old friend.

Modeled after a photograph taken in 1930, when Jones achieved immortality by winning the U.S. and British amateur and open championships, the painting shows Jones finishing a drive. The President grinned the embarrassed

grin of a creative artist and said, "Big, isn't it?" Then he explained it was the first time he ever had tried to paint hands. Jones, partially disabled from a spinal injury and a heart attack, replied with compliments. "I didn't believe you could do it," he said. "I'm glad you didn't take up golf seriously before I quit trying to win."

Will your son have to give you a helping hand some day?

**Not if you have a
MONY RETIREMENT POLICY!**

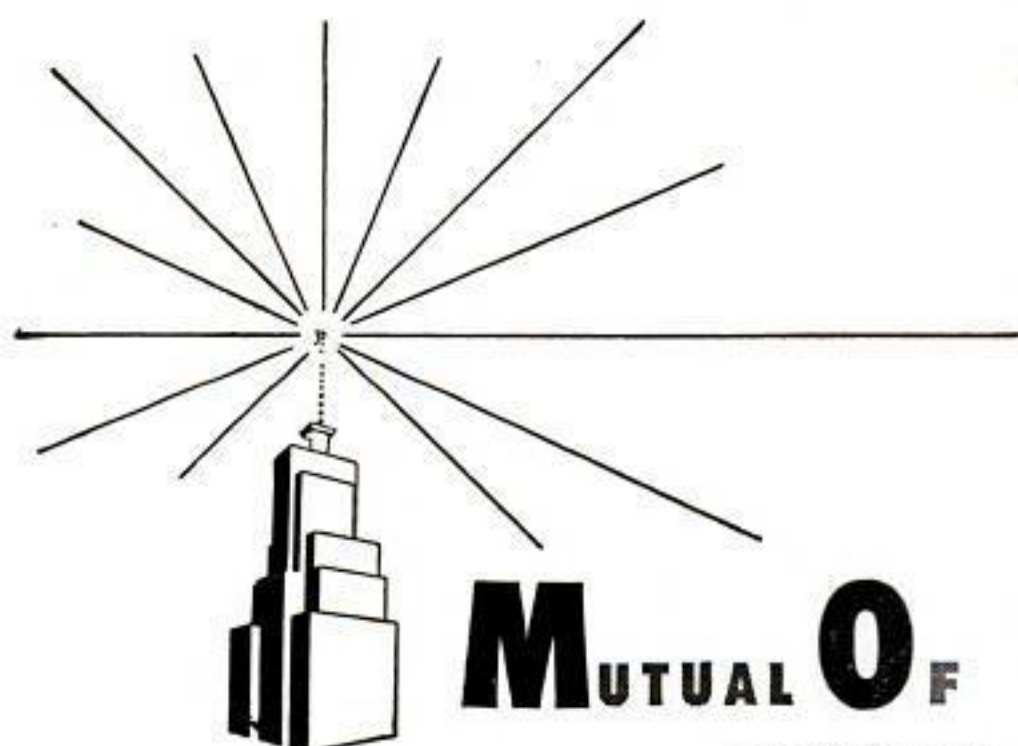
He depends on you now, but what about later on—will you have to depend on *him*? Not if you start MONY working for you right now.

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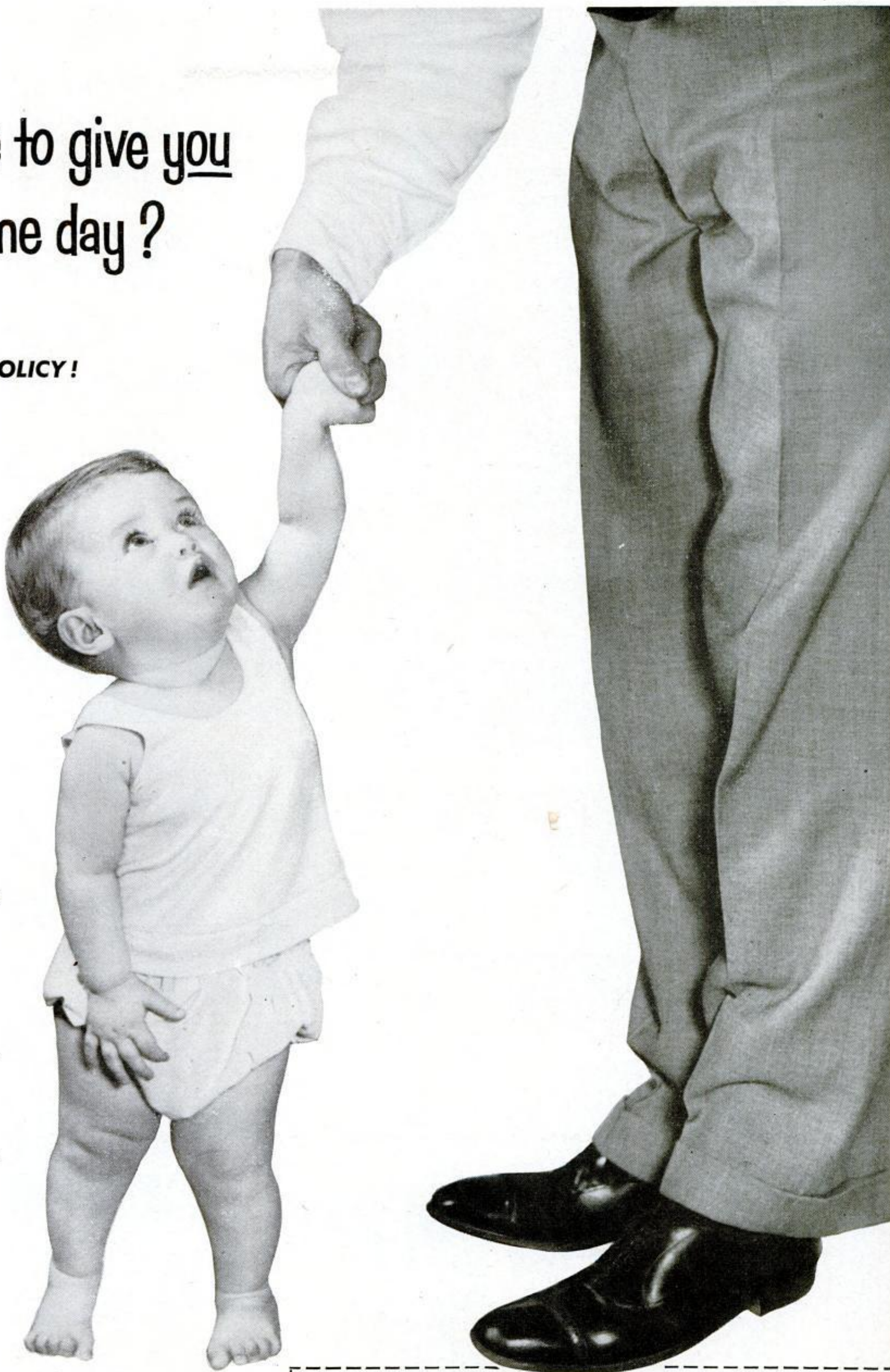
A MONY representative can show you why this is the *best* way to keep your promise to yourself. He's more than an insurance salesman—he's a specialist, and his experience is backed by three years of Mutual Of New York training. You can count on him not only for insurance that's individually fitted to your needs and income... but for continuing service throughout the years.

MONY TODAY
means money tomorrow



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| <input type="checkbox"/> INCOME FOR MY FAMILY | <input type="checkbox"/> MORTGAGE CANCELLATION |
| <input type="checkbox"/> EDUCATION FOR MY CHILDREN | <input type="checkbox"/> ACCIDENT AND SICKNESS |
| | <input type="checkbox"/> JUVENILE INSURANCE |

Name _____

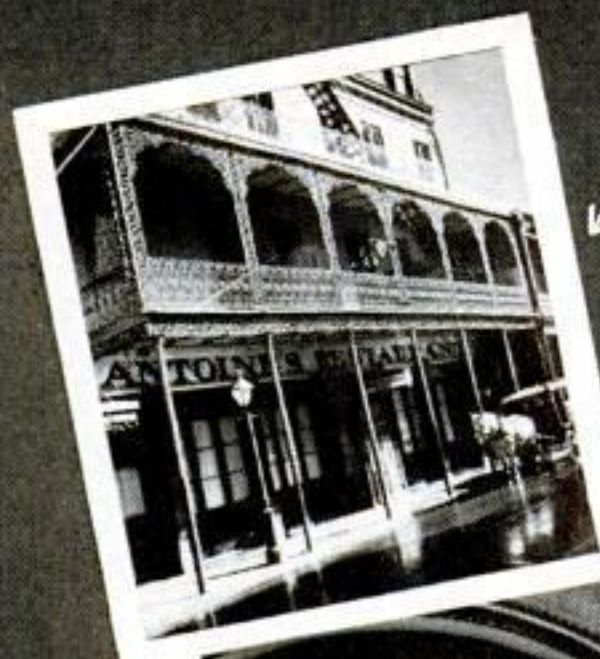
Address _____

City _____ County _____ State _____

Occupation _____ Date of Birth _____

New Orleans Gourmets, and

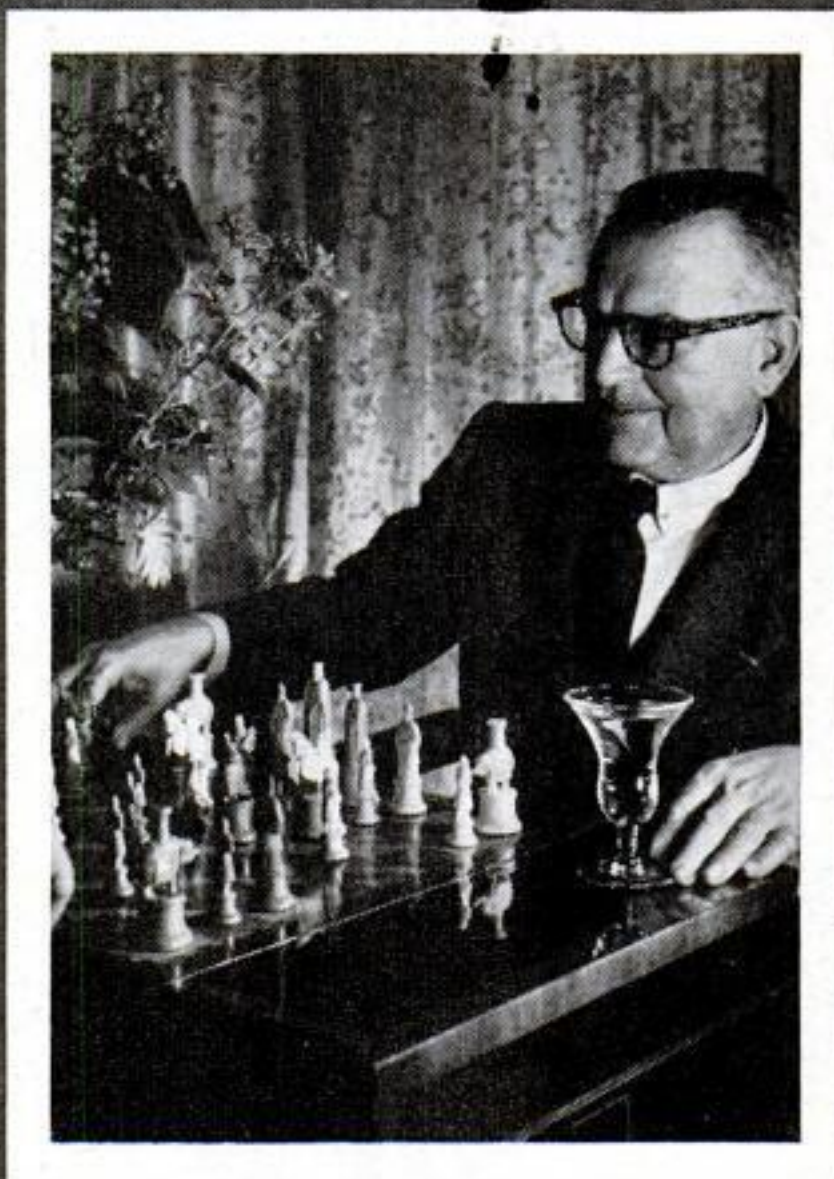
(lovers of fine food)



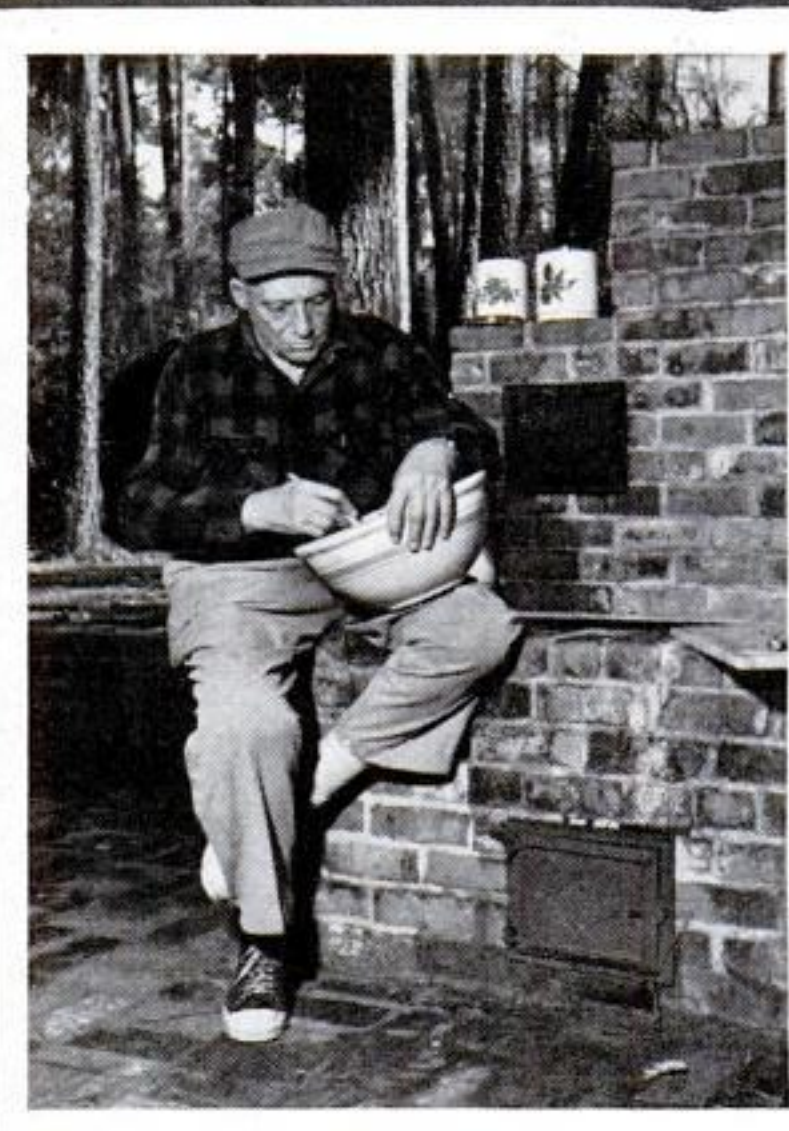
Antoine's
World-Famous
Restaurant.



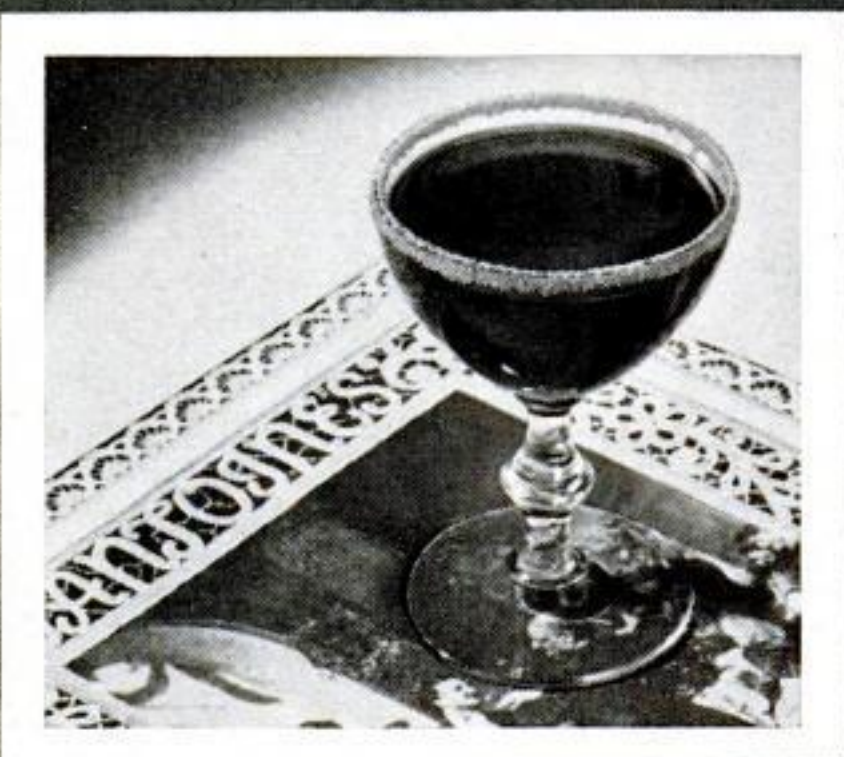
Antoine's Grandson—Roy L. Alciatore, proprietor of Antoine's—with portrait of his famous grandfather who founded restaurant in 1840.



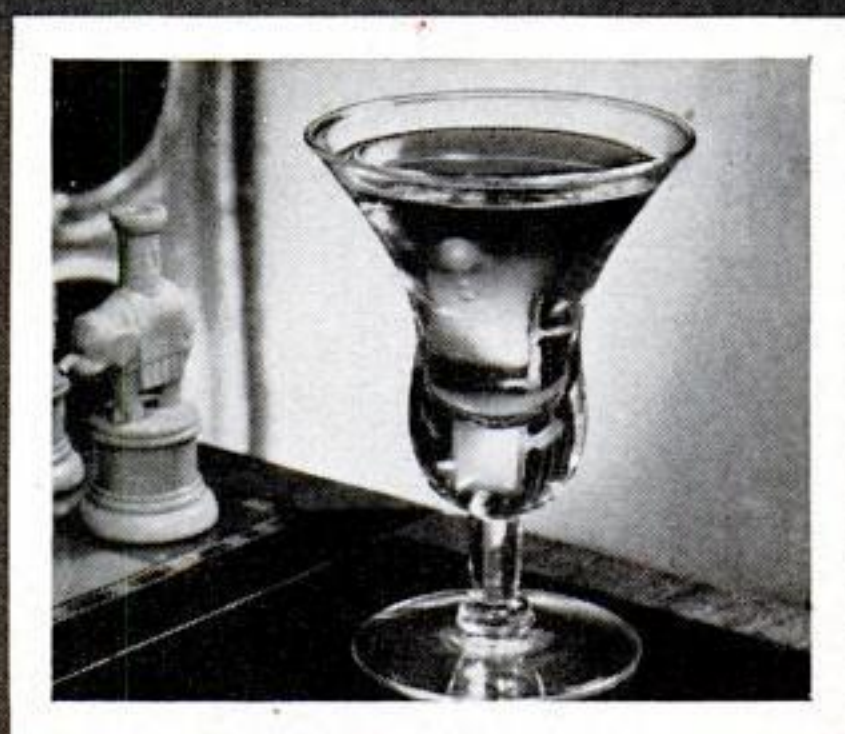
Herman L. Barnett—A noted gourmet of New Orleans who has traveled the globe and discovered many fine recipes.



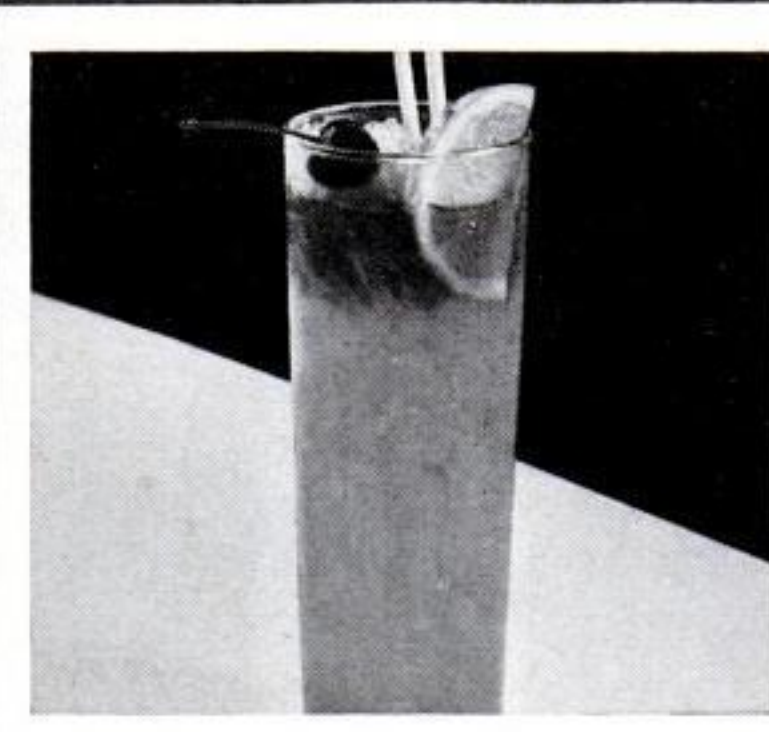
Hermann B. Deutsch, journalist, whose column is eagerly followed in New Orleans.



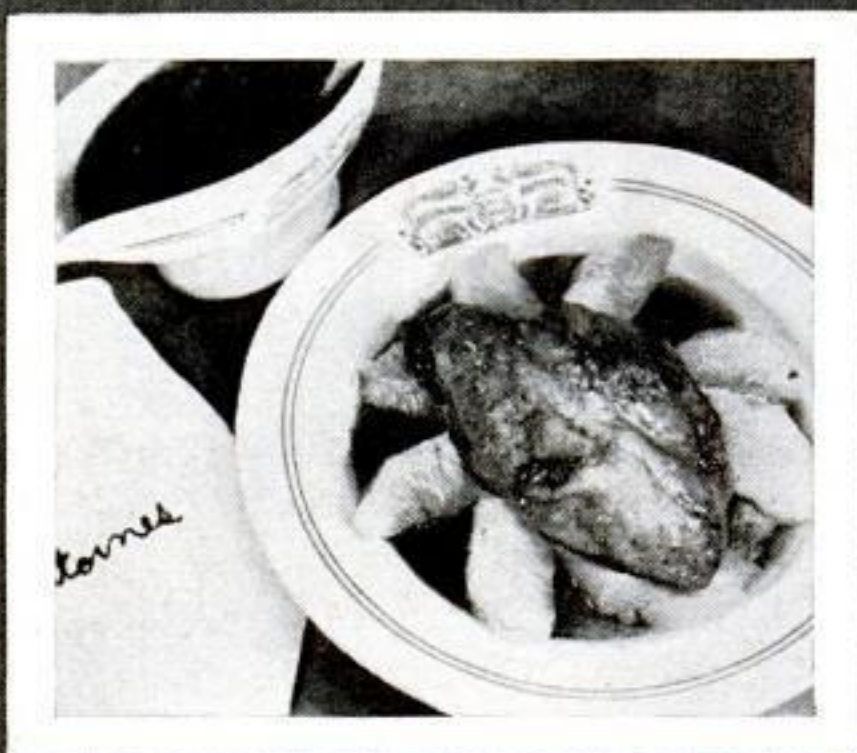
"Louisiana Lullaby"—what a soother!—is Mr. Alciatore's own cocktail. 1 oz. Puerto Rican Rum, ¼ oz. Dubonnet, 1 dash Grand Marnier, squeeze of lemon. Stir with ice. Pour into chilled glass, ringed with sugar, and serve immediately.



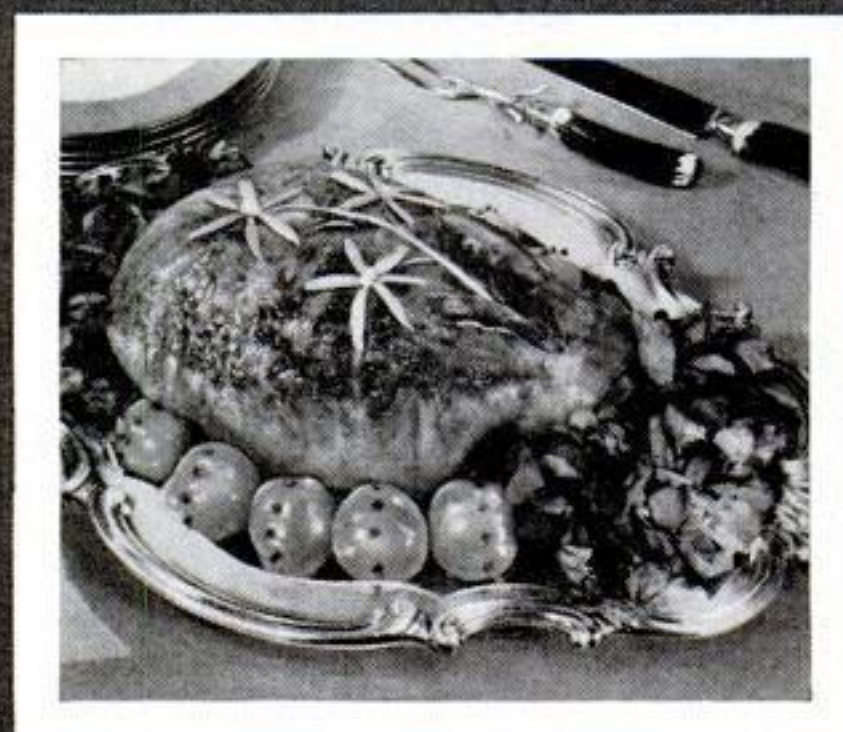
Mr. Barnett's dry "Rumartini"— 1½ oz. White Puerto Rican Rum; 1 oz. very dry lightly flavored French-type Vermouth. Stir with 1 large lump of ice. Serve in chilled glass. Twist lemon peel over drink.



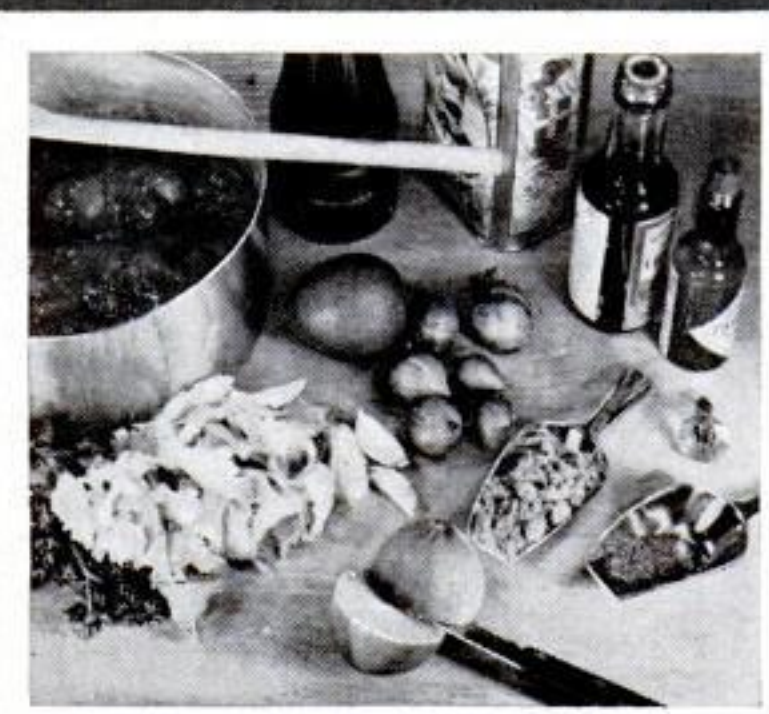
Mr. Deutsch makes a wonderful Planter's Punch: 1 oz. fresh lime juice, 2 tsp. dark brown sugar, (the moist kind), 3 oz. Puerto Rican Rum, 5 dashes Angostura. Shake vigorously with crushed ice. Pour unstrained into 10 oz. glass. Fill with chilled carbonated water. Stir. Garnish with lemon slice—sprinkle with nutmeg—serve with straws.



Latest Antoine Original—Suprême de Faisan Doré Ponce de Leon: Succulent breast of golden pheasant stuffed with unctuous Pâté de Foie Gras, lying gently on a bed of ripe grapefruit wedges cooked in Puerto Rican Rum and sugar, all enveloped in a classical Maison d'Or Sauce (Full recipe on request.)



Mr. Barnett's favorite dish is Baked Ham Caribbean: Score and rub a boiled ham with lemon juice and brown sugar. (Stud with cloves and cover with crushed pineapple, if desired.) Pour on equal parts Puerto Rican Rum, cola beverage and pineapple juice. Bake 30 minutes to pound in slow oven, basting frequently. When top browns, decorate with pineapple slivers or other fruit. Continue basting until well glazed. Serve warm, surrounded with spiced peaches or rum-soaked dried prunes.



Mr. Deutsch's Superb Barbecue Sauce: In ¼ cup each of olive oil and sweet butter simmer ½ cup minced shallots, add 3 garlic cloves crushed, 12 medium leaves fresh basil (1 tbs. dried), ½ tsp. marjoram, the pureed pulp from 2 drained #2 cans tomatoes, and ½ cup dark corn syrup. Add juice and body of 2 squeezed limes. Mince equal parts parsley and green celery leaves, adding ⅓ cup to mixture. Stir in ⅓ cup Puerto Rican Rum, cover tightly and cook in top of double boiler at least ½ hour. Add 2 more tbs. rum and correct seasoning to taste with salt and tabasco sauce.

Photography by Roger Coster. Food photographs by Eileen Gaden.

+drink)

their favorite Rum Recipes

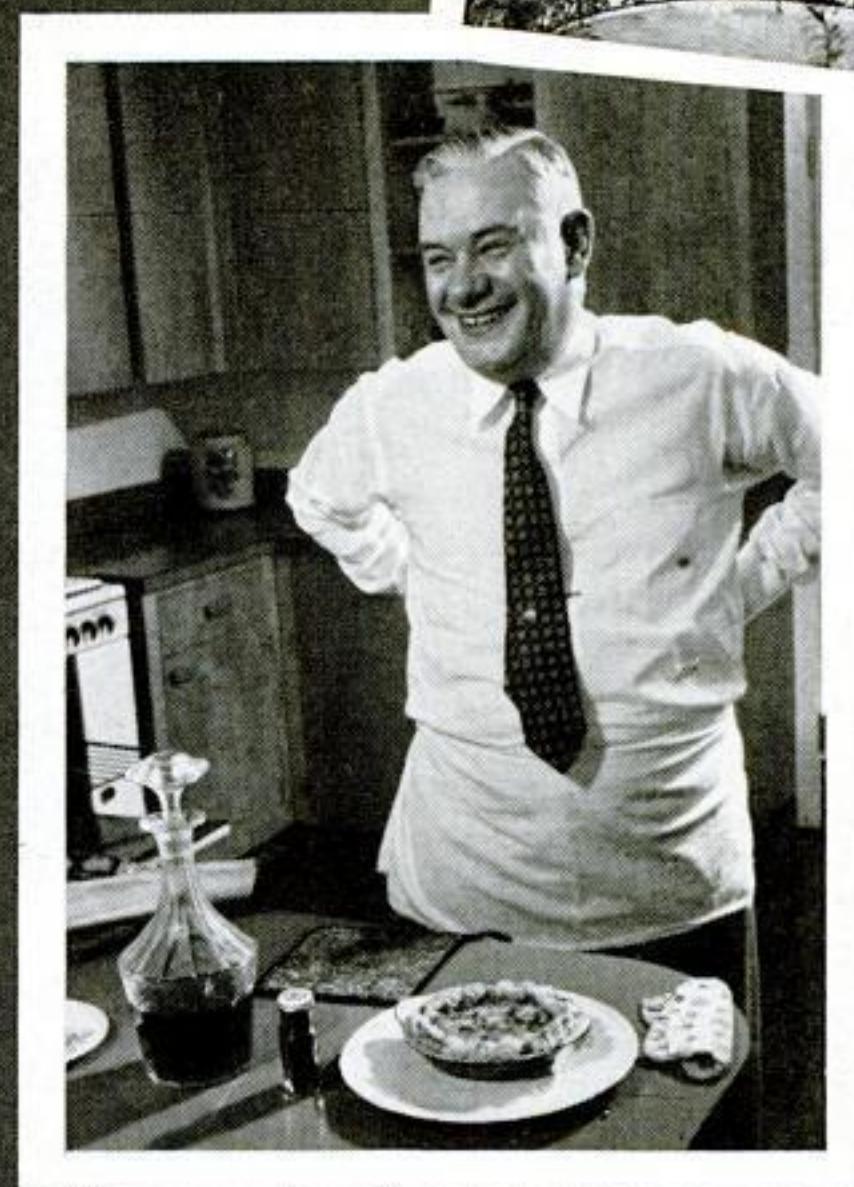
Save and enjoy these recipes by New Orleans experts, all members of an exclusive Gourmet Society



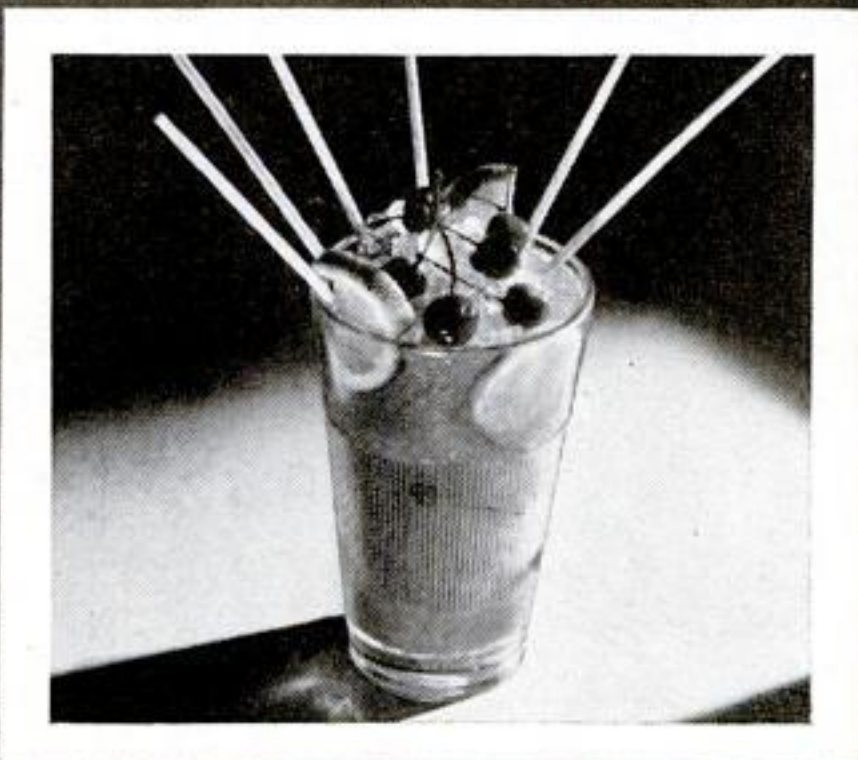
Owen Brennan—another of New Orleans' famous restaurateurs—proprietor of Brennan's Restaurant and of the Old Absinthe House—samples a dish offered by Frank, his genial maître d'.



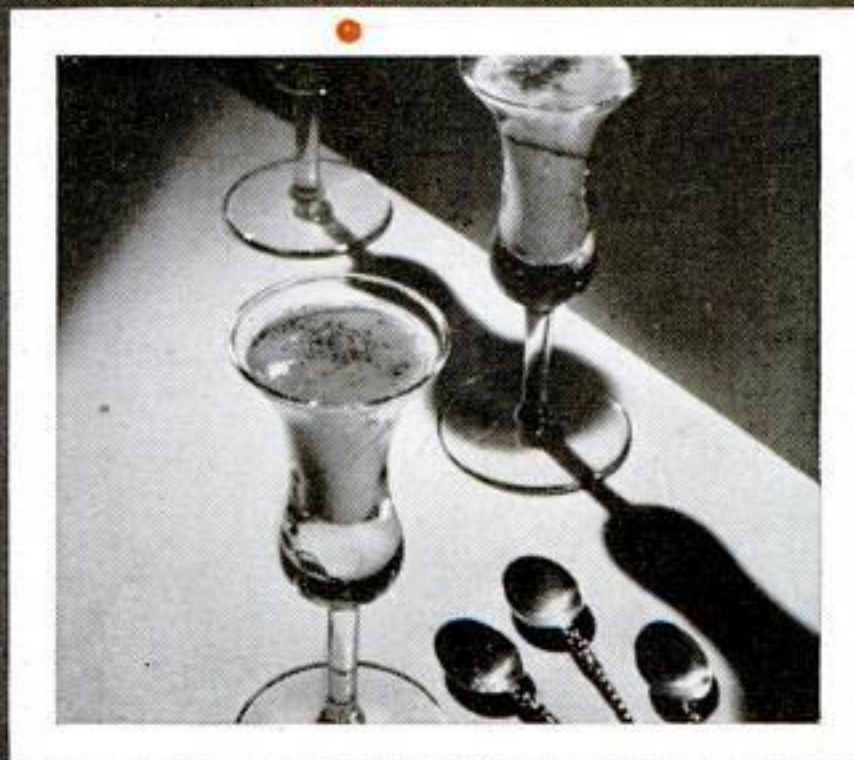
Jack J. H. Kessels, architect, builds beautiful buildings—and also designs delicious meals.



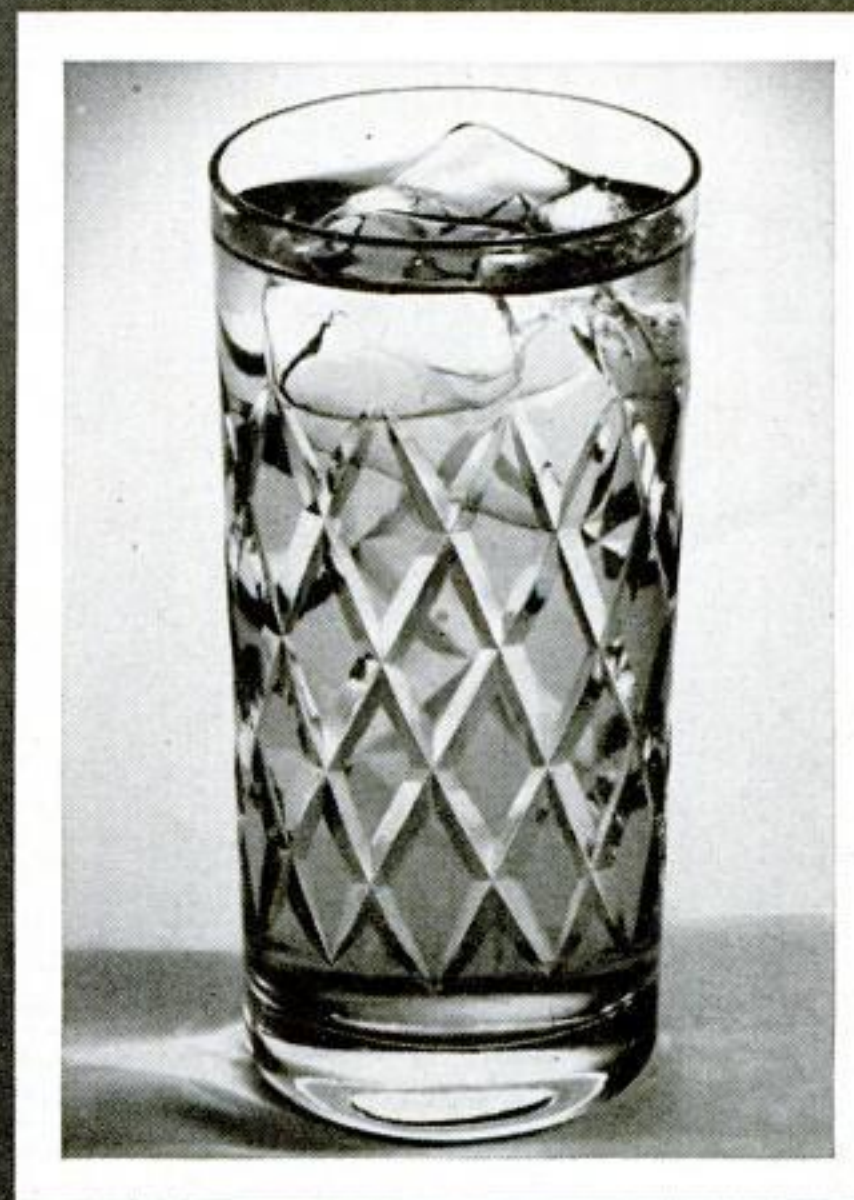
Edwin P. Lastrapes—manufacturers' representative—"makes like a chef" in his kitchen.



Mr. Brennan's drink creation—"The Pirate's Dream": juice of 1 orange, 1 lemon, ½ oz. grenadine, 2 oz. each white and gold Puerto Rican Rum, fresh crushed mint, 2 dashes Angostura bitters. Shake and pour into 26 oz. glass full of crushed ice, with cherries spaced throughout. You'll need plenty of straws!



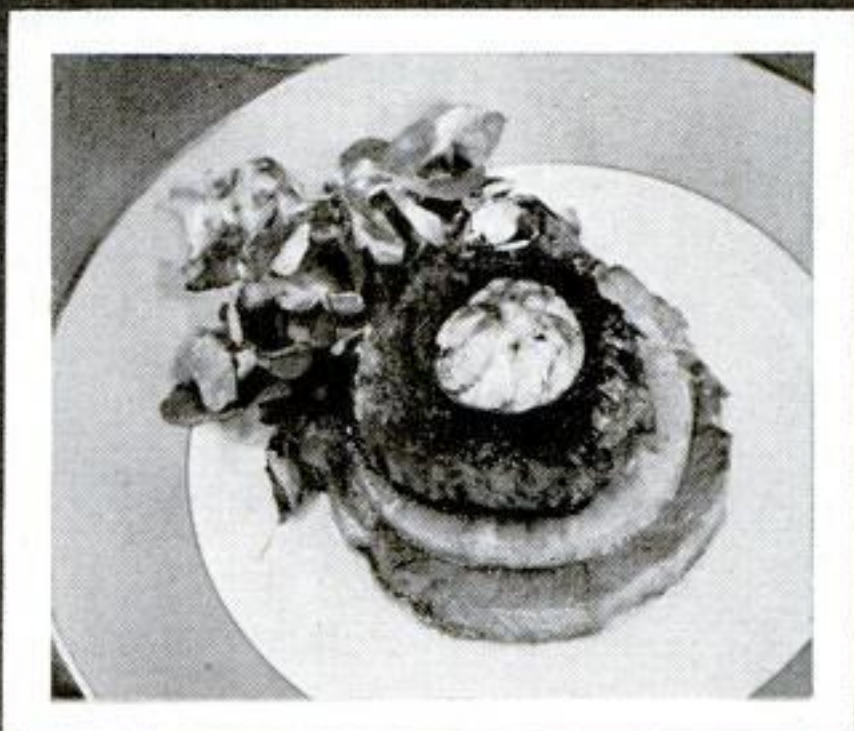
Mr. Kessels' after-dinner favorite, "Crème de Rhum": Beat 1 egg yolk with ¼ tsp. powdered sugar, dash of ground nutmeg. Still beating, add 1 oz. Puerto Rican Rum. Pour into tall liqueur glasses. Sprinkle with nutmeg.



The Rum Highball is Mr. Lastrapes' favorite: Take 2 oz. Puerto Rican Rum, add cracked ice cubes, soda, twist of lemon.



Bananas Foster by Mr. Brennan: Simmer 12 pats butter and 12 tsp. brown sugar in chafing dish; add lengthwise slices of 6 ripened bananas. Sprinkle with cinnamon and turn while cooking until tender. Pour in 6 ozs. Puerto Rican Rum with 6 tsp. Banana Liqueur (serves 6). If desired, serve over vanilla ice cream portions.



Mr. Kessels' Recipe for Filet Mignon Antilles: In skillet, simmer ½ cup sweetened pineapple juice until syrupy. Add butter pat, 1 slice pineapple and 1 slice very lean ham. Simmer 5 min. In another skillet, pan broil a filet mignon seasoned to taste. Pour off excess oil, then add 3 tbs. butter and 2 tsp. tarragon vinegar. Reheat 1st skillet and contents, adding 2 tbs. Puerto Rican Rum. Place ham on plate; top with pineapple and sauce. Place filet and its sauce over that.

✓ For more recipes, see your dealer or write Dept. 99, Rums of Puerto Rico, 600 Fifth Ave., N.Y. 20, N.Y.

Shopping Guide

There are many rums on the market. In selecting your brand, look for the mark "Puerto Rican Rum" on the label. This assures that the rum has the maturity required by law—distilled, aged and bottled in Puerto Rico, Rum Capital of the World.

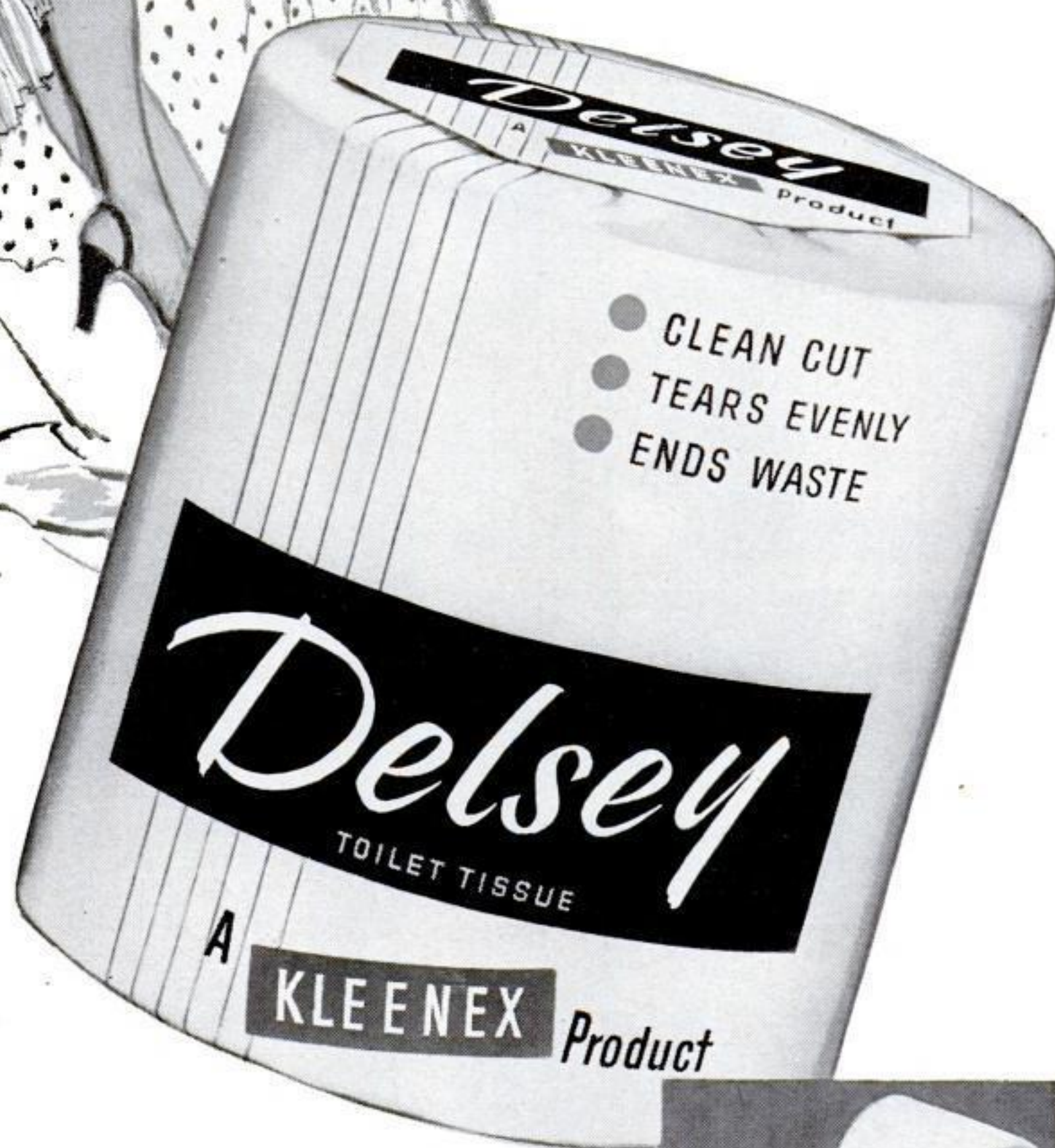
Rums of Puerto Rico

600 Fifth Avenue, New York City 20



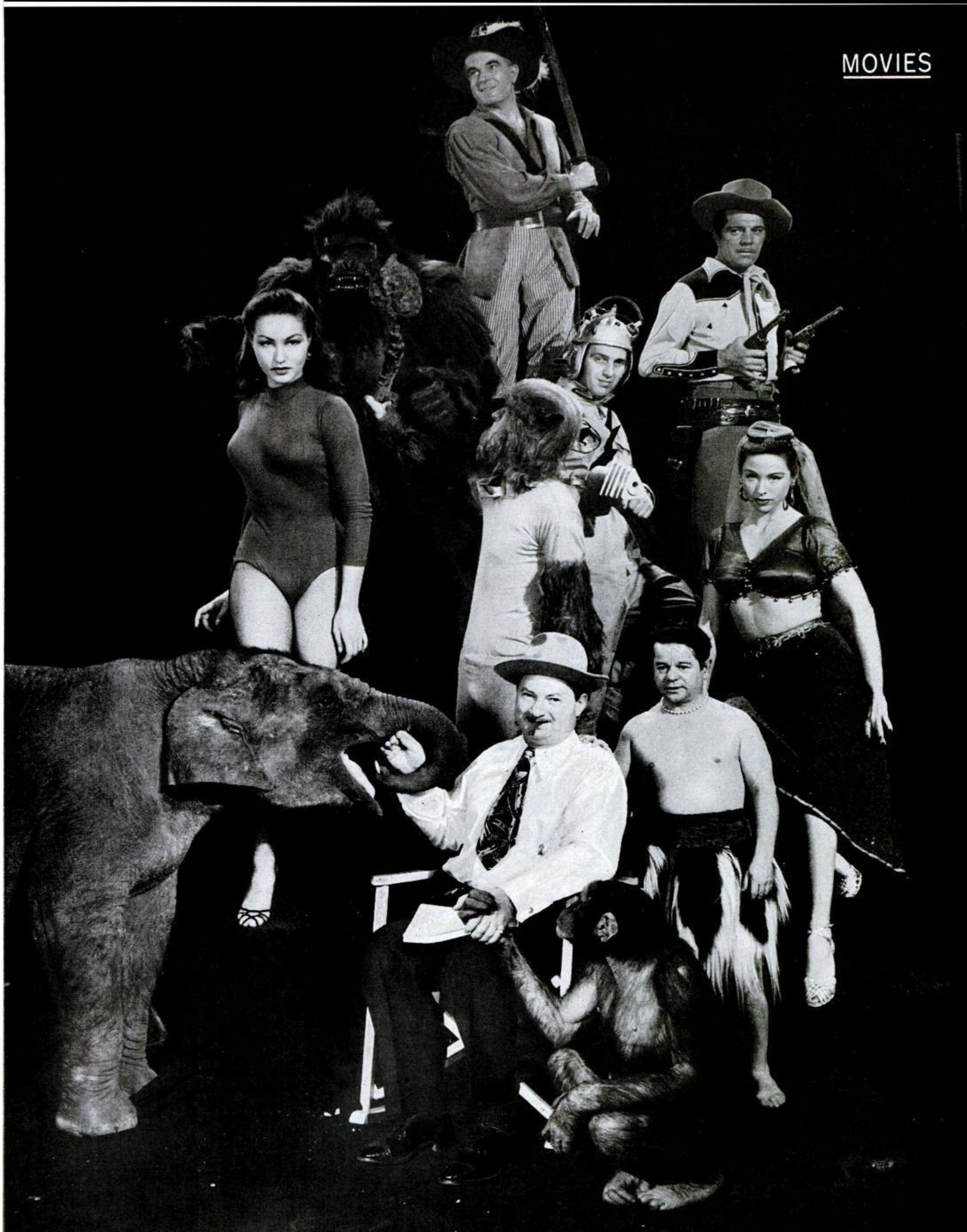
Only this one toilet tissue is fine and firm and soft — like Kleenex tissues

Just as you know there is only *one* Kleenex*, so too you'll discover that of all *toilet tissues* new *Delsey** alone gives you that luxurious Kleenex quality. The same wonderful softness and absorbency (double ply for extra strength). Don't you think *your* family deserves this new, nicer tissue? Ask for Delsey at your favorite store. If Delsey is not on hand, have them order it for you.



No shredding! No waste!

Now Delsey is "clean-cut" to tear evenly — last longer.
You'll see — Delsey tears clean *at a touch!*



SURROUNDED BY STOCK IN TRADE OF BEASTS, KILLERS AND TEMPTERS, KATZMAN KEEPS SANG-FROID WHICH HAS MADE HIM A SUPERSUCCESSFUL PRODUCER

MEET JUNGLE SAM

Sam Katzman uses harems, apes and spaceships to make awful movies which never lose a buck

This white-shirted cigar-smoker is Hollywood Producer Sam Katzman and around him are the principal elements of his artistic endeavors. Directly above him are a giant and a robot man. Starting clockwise from his left hand are Tamba the chimpanzee (costarred with Johnny Weissmuller in the Jungle Jim series), a pigmy elephant, a Nile Valley dancing girl, gorilla, pirate, cowboy, houri, midget. Mixing these ingredients into 17 features and three serials a year, Mr. Katzman, better known as Jungle Sam, has earned a reputation as Hollywood's only independent producer whose films—though all despised by the critics—have never lost money.

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now Cools and Heats!



* Only MITCHELL DOES BOTH WITH THE Weath'r-Dial



A Room Air Conditioner that doesn't both COOL and HEAT is obsolete!

You'll begin to enjoy year 'round indoor comfort from the very moment they slide your MITCHELL in the window...plug it in the wall. With simple finger-tip control you Weath'r-Dial "cool" on those hot, hot days ahead... Weath'r-Dial "heat" in cool or cold weather. Then too, MITCHELL ventilates, dehumidifies, purifies! It's tip-toe quiet and years ahead in engineering and styling.

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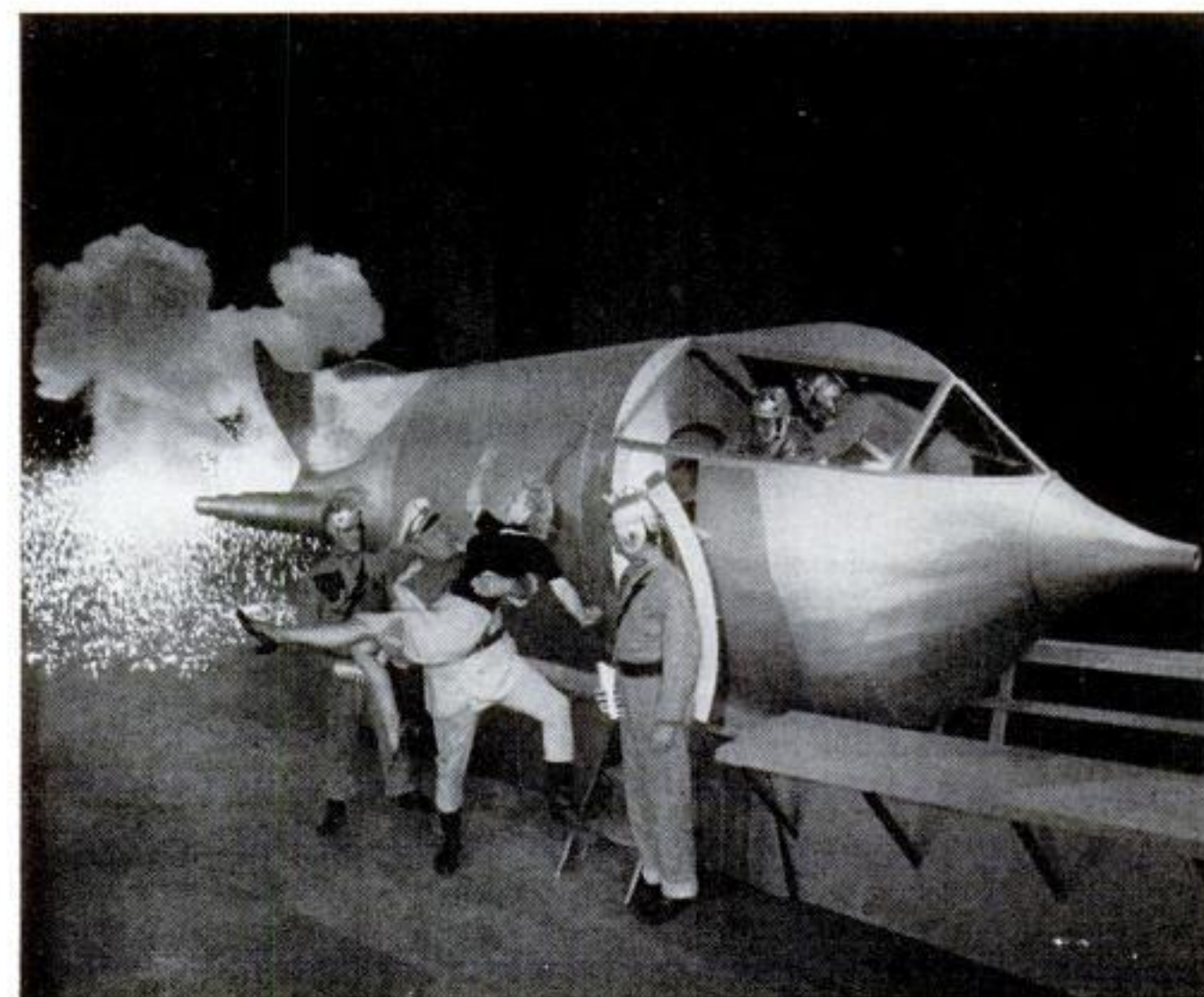
MITCHELL

For the name of your nearest MITCHELL Dealer turn to the classified pages of your telephone directory, or write to
MANUFACTURING Co., 2527 Clybourn Avenue, Chicago 14, Ill

Jungle Sam CONTINUED



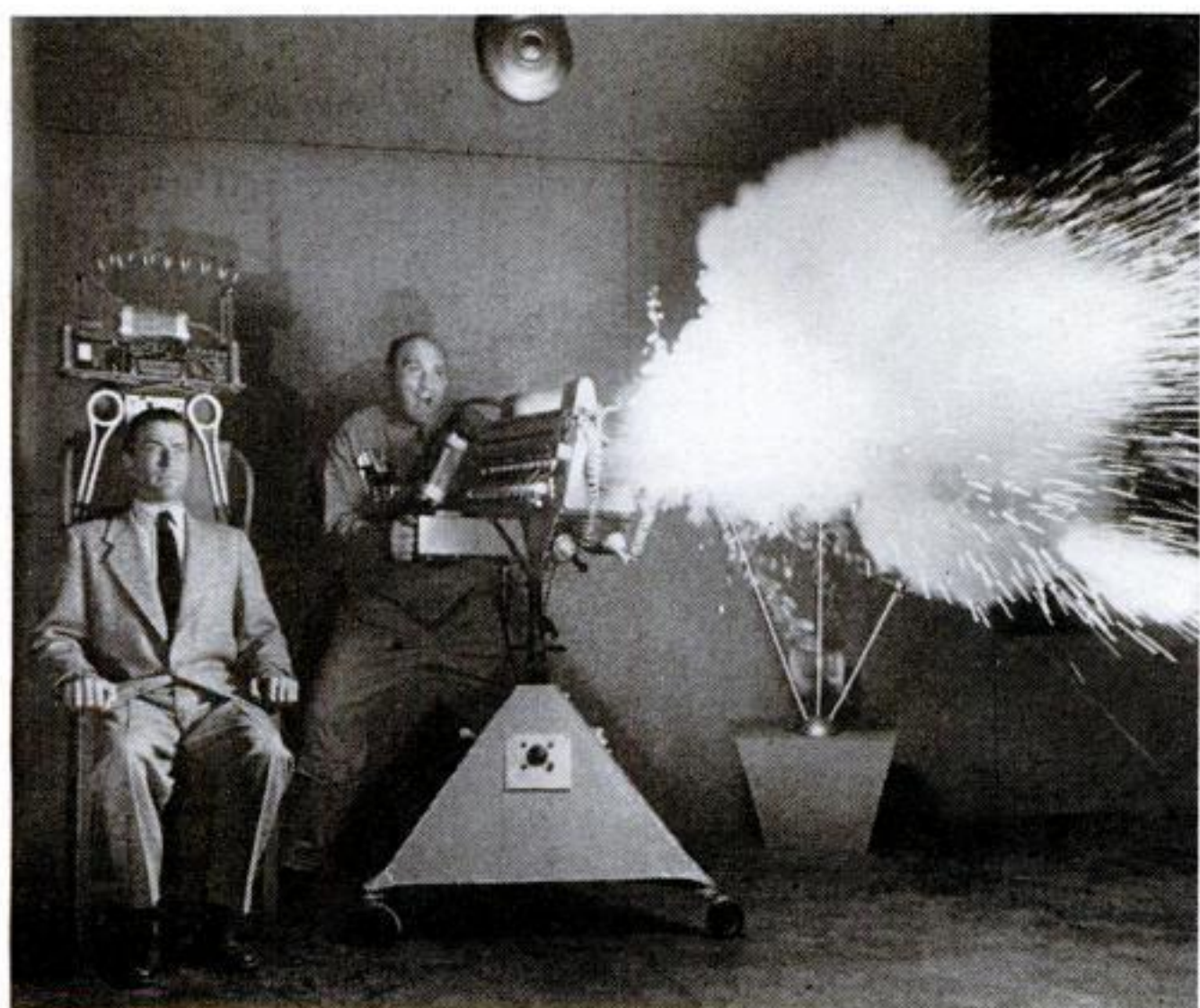
"KATZMAN'S CASBAH" is the name given to a palm-shaded swimming pool at Katzman home which Sam keeps pretty constantly full of or surrounded



SPACE SHIP figuring in a recent Katzman film called *The Lost Planet* prepares to take off from the earth with a kidnaped female for the planet Ergo.



by opulent hours for his Oriental-type productions. This one is called *Prisoners of the Casbah*, starring Gloria Grahame, who is getting dried off at the left.



SECRET WEAPON on Ergo is "cosmic cannon," shown here letting off sparks while an earth journalist (left) is bound to a mind-monitoring machine.

CONTINUED ON NEXT PAGE



why look
for pennies
from heaven...
when panties of
Spun-lo
are still only about

69¢*

- ★ Sizes full-cut for comfort
- ★ Always nice next to your skin... never clingy or clammy
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Spun-lo
RAYON FABRIC

INDUSTRIAL RAYON CORPORATION
Cleveland, Ohio

Producers of Continuous Process Rayon Yarns and Tyron Cord for Tires



*Extra sizes
slightly higher;
brief styles
slightly lower

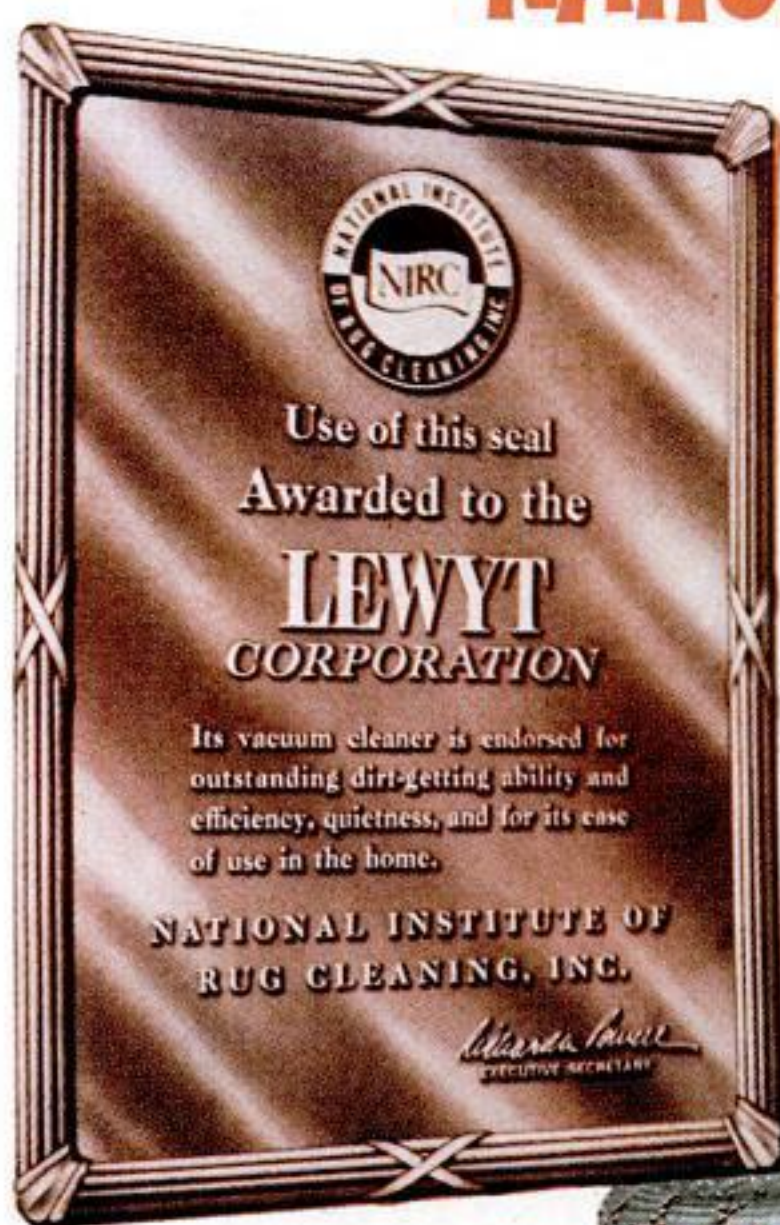
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Official organization of professional rug cleaners, devoted to research and the solution of technical carpet cleaning problems.

"Its cleaning power, quietness, freedom from leaking dust, ease of use—all combine to make the Lewyt an exceptionally fine vacuum cleaner"
...says National Institute of Rug Cleaning, Inc.



**IT'S QUIET!
IT'S POWERFUL!**

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LEWYT—endorsed by National Institute of Rug Cleaning, Inc.

Vacuum your rugs daily. Have them professionally cleaned at least once a year by a National Institute of Rug Cleaning Member.



NOW! Lewyt rolls room-to-room, carries all cleaning tools!

"Dolly" carries Lewyt, rolls over rugs, floors, sills on rubber wheels! Keeps attachments handy! Optional at small extra cost.

- **No muss! No fuss!** Toss out extra-big paper "Speed Sak" few times a year!
- **Quietest of all!** Peripheral-Silencer hushes Lewyt to gentle hum! No roar!
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- **No unhealthy leaking dust!** Micro-Dust Filter System catches dust even smaller than 4/100,000 of an inch!
- **Swivels! Cleans in 32 ft. radius** from 1 outlet! Reaches wall-to-wall from center of room! So light, compact!
- **Comes with 10 attachments** to clean floor-to-ceiling, no extras to buy! Backed by written Guarantee!
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DO IT with LEWYT

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Jungle Sam CONTINUED



SAM'S SAPIENT EYE is turned on a new recruit as he and his aides look over Max Palmer, 8'6", who plays in the latest Katzman picture, *Killer Ape*.

A BUSY DAY AT KATZMAN'S

A LIFE reporter was privileged recently to watch Jungle Sam drive up in his cream-colored Jaguar to his office, and then to pass the day with him. First thing he did during those busy hours was order a big sign reading "Movies are better than ever." Then he went on to—approve the construction of 10 Spanish galleons for *Captain Kidd*;—read that Indonesian censors had eliminated from his film *Voodoo Tiger* "the torturing scene and worshipping the imaginary tiger";—worry over hearing that his star ape, Tamba (*below*), is starting to bite people. "We're going to have a real casting problem in another year," said Sam.

- examine a fake bat which flies at the audience in his new 3-D venture called *Fort Ti* (short for Ticonderoga);
- discuss with his casting director the hiring of a wrestler named Crippler Carl whom they had both admired on television;
- approve rushes from a Jungle Jim picture showing a girl in a tight, wet sarong;
- criticize rushes from *Fort Ti* in which a flung tomahawk did not come straight at the audience;
- see and approve the finished version of an atom bomb thriller, which he had begun the day the news of the first H-bomb explosion broke;
- sum up his moviemaking philosophy: "Lord knows I'll never make an Academy Award movie, but then I am just as happy to get my achievement plaques from the bank every year"



SAM AND STAR confer on lawn. She is known as Tamba in Sam's films and Bonzo at another studio but her real name is Peggy. She earns \$25,000 a year.

Enjoy *today's* most pleasing cigarette with this assurance: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established on evidence by the U. S. Government.



Photographed at The Cloister, Sea Island, Georgia Dress by Herbert Sondheim

If you want a Treat instead of a Treatment...remember...

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Dear Mrs. Harris
Finished wash ahead of
time so am leaving early.
That new blue Cheer is
swell. All spots you
worried about washed
right out. Tell Mr. H.
that with shirts this
white he'll need dark
glasses (ha ha)
See you next Mon.
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cheer ...THE BLUE ★ MAGIC SUDS

*These two valves
may look alike...*

*but your Chevrolet
knows the difference!*



Protect the performance of your Chevrolet with Genuine Chevrolet Parts

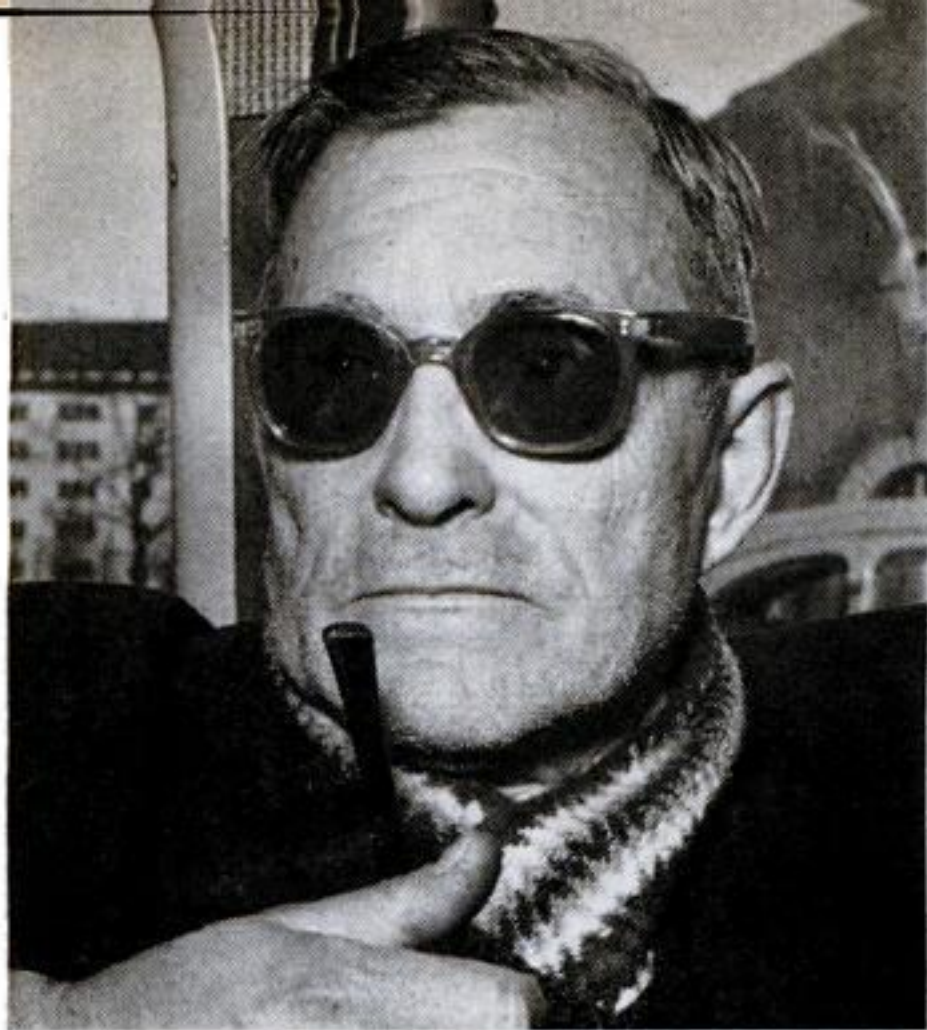
In looks, these two valves are twins—but that's where the similarity ends. For one was manufactured of the same fine quality materials and with the same high standards of workmanship used in your Chevrolet's original factory-installed valves. It's the one that's made to fit right . . . function better . . . last longer—the genuine Chevrolet valve. Always specify Genuine Chevrolet Parts . . . installed by your Chevrolet dealer and leading independent service stations *everywhere*.

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AVAILABLE WHEREVER YOU GO

MADE TO FIT RIGHT . . . FUNCTION BETTER . . . LAST LONGER!



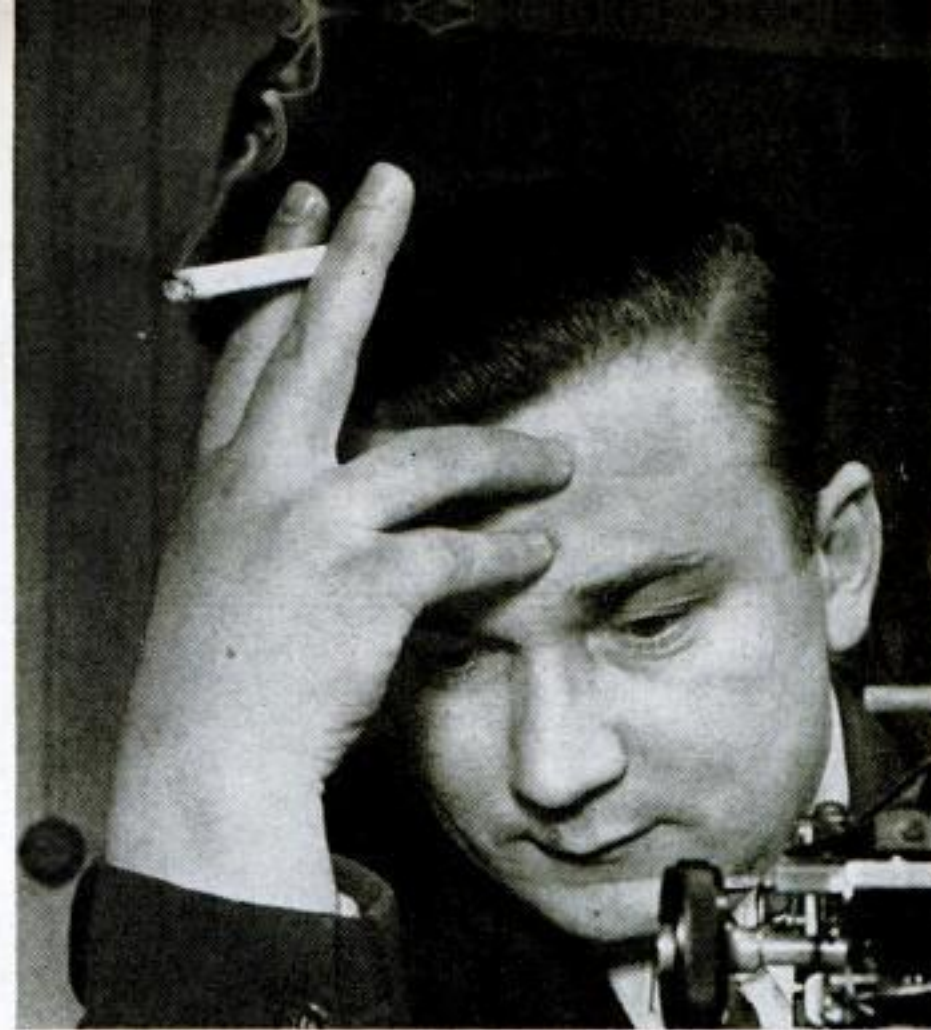
NAVY CAPTAIN

The six men shown here are all Russian military men who fled the U.S.S.R. Piotr Ivanaov (*above*) escaped to Munich, where he got a job as a chauffeur.



ARMY MAJOR

This former Russian Officer prefers anonymity. He led a signal detachment in Red occupation forces in Germany, deserted when he saw how West lived.



ARMY CAPTAIN

Valerian Petrovich was a Russian liaison officer attached to the British army before he deserted. He has since helped West urge others to do the same.



ARMY SERGEANT

Although Vasil Kovalev served in Russian army, his father was arrested and imprisoned. Kovalev fled, found work in Western Germany as a driver.



AIR FORCE PILOT

Vladimir Barashkov flew a Russian transport plane from Siberia to Japan, crash-landed on Rishiri Island, turned himself over to custody of U.S. Army.



AIR FORCE LIEUTENANT

Piotr Pirogov became famous in 1948 when he and Anatoly Barsov flew from the Ukraine to Linz, Austria. Barsov went back; Pirogov now lives in the U.S.

A Weapon for the West

HERE IS A WAY TO INDUCE SOVIET OCCUPATION TROOPS TO DESERT

by ISAAC DON LEVINE

NOT since the beginning of the cold war in 1946 has the free world been presented with the opportunity it now has to take the psychological initiative against the forces of the Soviet Union. Inside the Kremlin, no matter what the outward appearances are, we may be sure that an under-cover struggle for the succession to power continues. While Malenkov schemes and acts to consolidate his authority as Stalin's heir the lines of control that emanate from Moscow are inevitably weakened. There must be wavering among the satellites as their puppet leaders nervously guess which way to jump. And there must be uncertainty and confusion in the Red army, the organ of state power Stalin jealously preserved to himself alone until his death.

We know that our government understands the nature of the opportunity. Its first official act on the news of Stalin's illness was to send a message of sympathy addressed not to the rulers of Russia, but to the people of Russia, the ruled. Our psychological warfare program will now be stepped up. But at whom will it be aimed? And what

The news of Stalin's death has emphasized the need for long-range, concretely planned psychological warfare programs against the Soviet Union and has given the West a unique chance for effective action. In this article a specialist on the Russians puts forward a program based on direct experience and long knowledge: a method for fomenting desertions among Red occupation troops in Europe. The editors of LIFE believe that the suggestions he makes deserve a hearing, and hope that they may provoke a fruitful discussion of what can be done to turn the tide against the Soviets in the cold war.

specifically can it try to achieve?

I have recently concluded a stay of 15 months in Germany, studying the views of Soviet refugees of all backgrounds. What I learned convinced me that there exists an important target that we can appeal to directly, with results that would be catastrophic for the continuance of Soviet power on its present basis. That target is the 380,000 men of the Soviet armies of occupation in Germany and Austria.

These men constitute the most exposed sector of Soviet power in the West. If they can be persuaded to desert in significant numbers it will do much more than inflict on the Kremlin a painful drain in manpower; it will shake the very foundation of the Soviet's strength for international terrorism.

Can this be done? I am convinced that the answer is yes, even though the number of Russians fleeing to the West has been steadily diminishing. But enough refugees have come over to show that they can be attracted and to give us clues as to why they flee their motherland.

In studying the matter I have attempted to understand that modern

"Say, You're a Peach!"

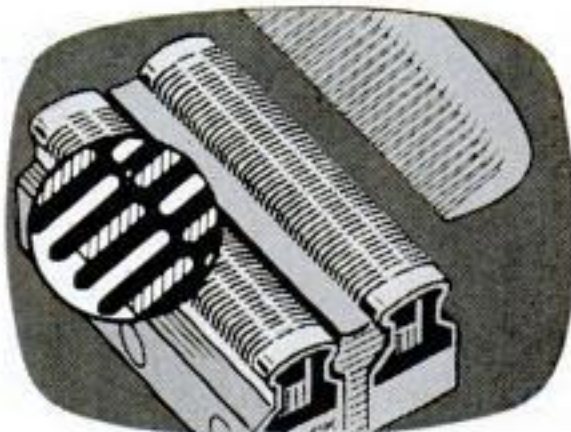
(SAYS JACKIE GLEASON*)



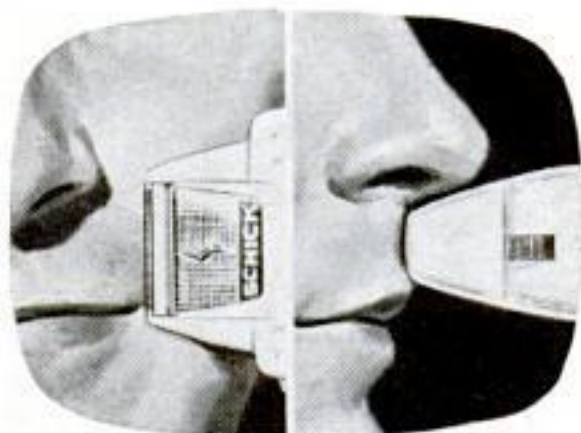
"Or at least, my good man, your face looks like a freshly skinned peach. What did you shave with—a slicing machine? Foolish boy!"



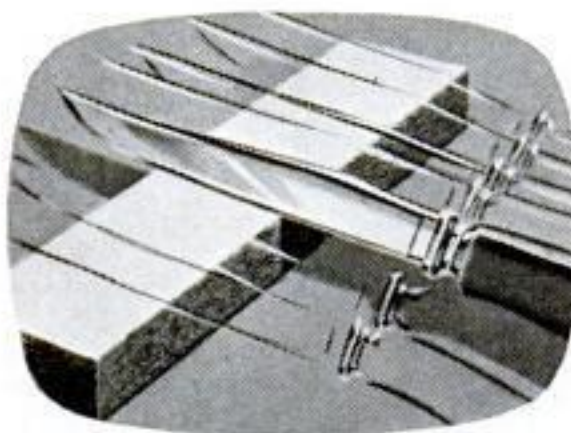
No matter how heavy your beard, you can get close shaves easily, comfortably, with the *right* electric shaver. Just make sure your electric shaver has 3 things:



First, your electric shaver must have a shearing head that acts like a comb. You need comb edges to line up your whiskers and lead them in for a close shave.



Second, your electric shaver head must be the right size. It cannot be bulky; it must be small enough to get in everywhere, get every whisker.



And finally, your electric shaver must have a self-sharpening action, so it will always give you close shaves—the long-lasting kind.

The SCHICK "20", only electric shaver with all these 3 features, \$24.50. In saddle-stitched Caddie Case, ideal for traveling or bathroom shelf.

10-DAY HOME TRIAL

Try a SCHICK "20" free, right in the store, or better still, take it home on a 10-Day, No-Risk Home Trial. It *must* give you easy, close shaves within 10 days—or you return the shaver to your dealer and get every penny back.

SCHICK INCORPORATED, STAMFORD, CONNECTICUT



Schick "20"

Better-Built For Closer Shaves

MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE

*See "The Jackie Gleason Show" and "Crime Syndicated" on TV, both sponsored by Schick Electric Shavers

THE AUTHOR



Long a student of Russia, author of *The Man Lenin* and *Stalin*, Isaac Don Levine was also among the first to warn of the menace of Communism. Much of the material in this article he obtained in a recent tour of refugee centers as European director of the American Committee for the Liberation of the Peoples of Russia, Inc.

WEAPON FOR WEST CONTINUED

sphinx, the *Homo sovieticus*, the common man of the Soviet prison empire. I have been trying to find out "What is the Ivan of our day like?" I have read transcripts of private discussions of newer escapees, conducted among themselves when no foreigner or official was present. Many personal conversations with recent fugitives gave me an insight into the thinking of the Soviet man, be he army officer, skilled workman, schoolteacher, clerk, newspaperman, collective farm manager or party functionary. If he spoke his mind freely to an American, he would talk like this:

"Why did I come over? Simple: I wanted a better life, that's all. You get sick and tired of living like a pig. I was never sure I'd have a roof over my head tomorrow. You get tired of standing in a line for hours after you finish work to get your ration of sugar or soap, and when you get there—everything's gone.

"You Americans have everything—food, clothes, automobiles and radios and steam heat and electric kitchens. You can take the time to think about democracy. But we have other things to think about. We are lucky if we have one shirt and one pair of pants. What do I care about democracy? Give me a decent life first, a room all to myself, a kitchen all my own, with hot water and a gas stove.

"Before the war—then it was different. We had dreams about freedom. But not now."

The Soviet man is *not* up in arms against the regime. There is no underground movement, no organized resistance operating inside the Soviet Union. All the bands of partisans which carried on violent activities against the dictatorship have long since been liquidated. The survivors among the leaders of resistance groups have withdrawn into their individual shells. There is widespread grumbling against the system, but it must not be confused with a conscious will to revolution. From the peasant lad to the university professor you receive an ironical smile in response to any general talk of democracy, liberty, freedom, revolution.

The Soviet man of today is a down-to-earth, matter-of-fact individual, and not the ideological creature he is often imagined to be. He is much more of a materialist than his counterpart in the capitalist world. If he is a collectivized peasant, he dreams day and night of his own parcel of land, his own horse or cow. If he is a skilled worker, he wants more than ever the freedom to bargain for his wages and to move from one job to another. These are the overmastering emotions of the average man in Soviet Russia today.

The old Russian dilemma

AN all-pervading fear of the next war is another dominant aspect of the psychology of the contemporary Soviet generation. You hear it said again and again by Soviet refugees that all their lives they have known nothing but war and revolution and blood, that there is not a family in the whole Soviet Union which has come out of the war without the loss of one or more of its members, usually several, including helpless babies. In "the next war" they want to be as far away as possible.

Finally, the *Homo sovieticus* is impaled on the two horns of an old Russian dilemma: hostility to the Communist regime and mistrust of Western designs upon Russia—love of country *vs.* hate of its government. The hostility which some years ago was articulated from time to time has been driven into the depths of the Russian soul. Never before have the Soviet subjects been as reserved, as sullen as they are now. Remembering all too well what Hitler set out to do during the war, to turn Russia into a colony and the people into a slave race, the Soviet citizen is disposed to take seriously the Kremlin's charges of Western imperialistic designs. The Soviet public is conditioned to swallow the line that the capitalistic powers are plotting to dismember Russia, to seize its resources,

CONTINUED ON PAGE 91

The next 3 minutes can change your life

The three minutes it takes you to read this can change your life.

Because now you can find most of the things you've been missing—in music you make yourself.

Don't turn the page. It's true! *You can now play beautiful music yourself and relax as you never could before. Yes, you can play this music even if you don't know a note and never took a lesson.*

The Hammond Chord Organ makes this all possible.

A new kind of instrument

You see, the Hammond Chord Organ is a *new kind* of instru-

ment. Within one hour after you sit down at it you can play pieces like "Home on the Range." Perhaps not perfectly, but pleasantly.

You can progress to playing hundreds of favorite classical and modern pieces—all without knowing a note, without lessons or tiresome practice. You can because thousands just like you have already done it on the Hammond Chord Organ.

HOW THIS IS POSSIBLE



You touch just one key at a time to play the melody. On the Hammond Chord Organ just this produces music that sounds astonishingly good.



You push one clearly-marked button at a time with one finger of your left hand to play a rich, deep-throated organ chord. (This would take at least three fingers on an ordinary organ.)



You automatically produce exactly the right bass for any piece you play by resting one foot on one of the Chord Organ's two pedals. That's all there is to it.

Thousands already play their own music on the Hammond Chord Organ—without lessons or tedious practice. You can, too.



A new kind of music

You don't have to read regular music to play the Chord Organ. We have translated hundreds of classical and popular pieces into really easy "picture music." You can learn it in a few minutes. (Of course, you can also play from standard music on the Hammond Chord Organ.)

Believe what you hear

Spend an hour in private with the Hammond Chord Organ, the simple instructions and easy "picture music" at your Hammond Organ dealer's. Judge the truth of what we say by the music you hear yourself play. The Hammond Chord Organ is \$975 without bench, f.o.b., Chicago. See your Hammond Organ dealer soon, ask him about his Easy Payment Plan. For more facts, mail coupon now.

The Hammond Chord Organ

made by the makers of the world-famous Hammond Organ
MUSIC'S MOST GLORIOUS VOICE

MAIL COUPON NOW!

The Hammond Instrument Company
4234 W. Diversey Avenue, Chicago 39, Illinois

Please send me absolutely free and without obligation more information on the Hammond Chord Organ.

Name _____

Address _____

City _____ Zone _____ State _____

© 1952, HAMMOND INSTRUMENT COMPANY 3



LONG HOURS OF PREPARATION went into successful commercial for Johnson's Pride, in progress above. In foreground Robert Montgomery stands by

for next act of his award-winning dramatic program, "Robert Montgomery Presents" (Monday evenings, NBC-TV) which attracts huge audience for commercial.

TV "SHOW HOW" PAYS OFF

Commercial crew works 197 hours to present 90-second demonstration

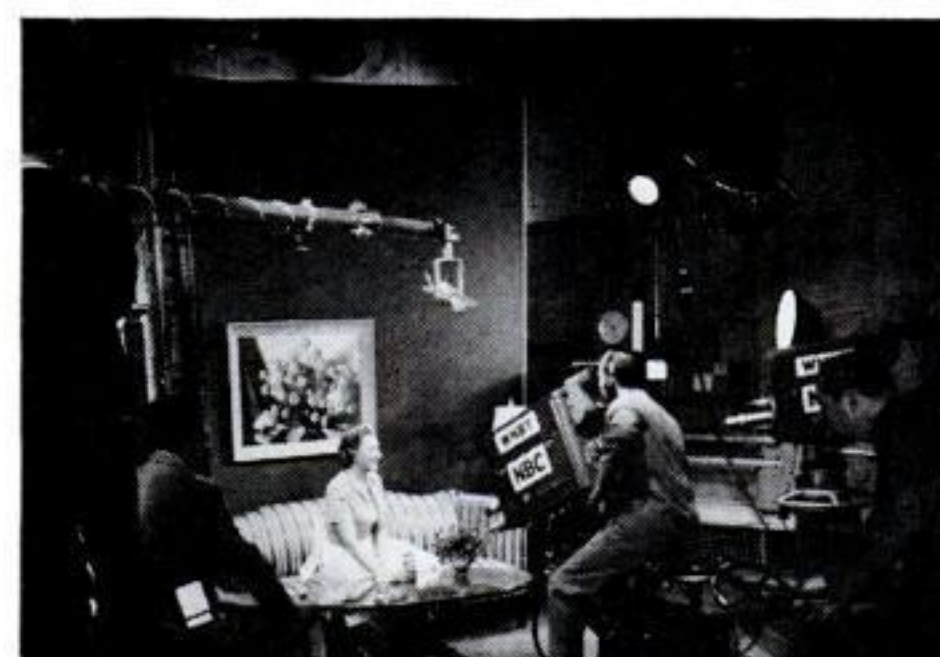
Few in the audience of 27 million viewing a commercial recently telecast on "Robert Montgomery Presents" and "The Name's the Same" realized the time and tears that went into its production. The commercial was for Johnson's Pride, a new kind of furniture polish the makers said would wax without rubbing. Believing that once it is seen in use Pride will sell itself, the makers decided on a refreshingly direct selling approach.

Without tricks or gadgets, they simply demonstrated a simple fact: that Pride *does* wax any piece

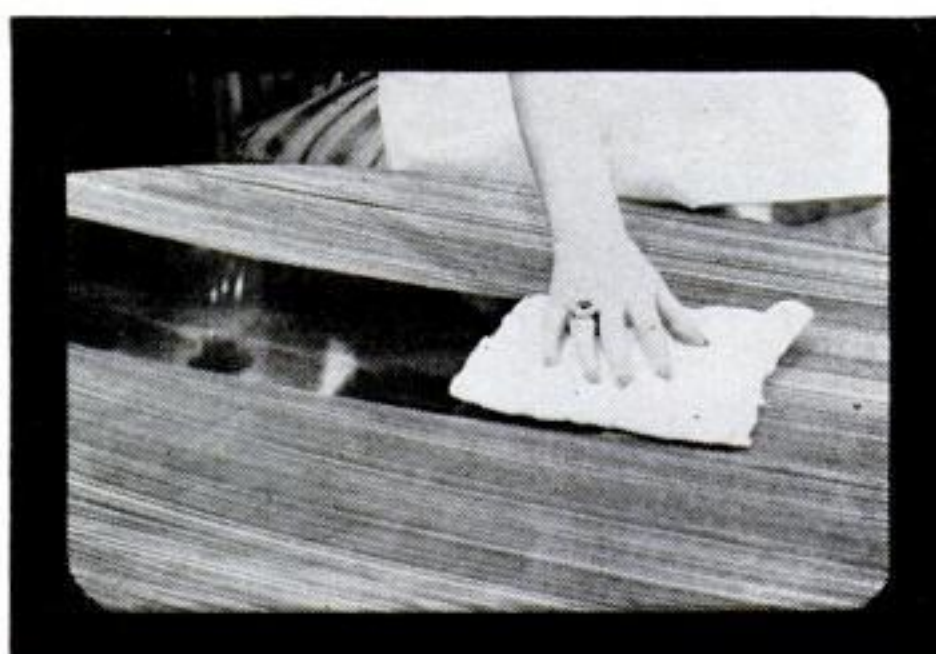
of furniture, *without a stroke of rubbing.*

To televise this simple demonstration, script writers, editors, directors, camera men, scene painters, prop fetchers, sound technicians and lighting experts spent 197 man-hours. But all this effort seems to be paying off. Critics have called Pride commercials the most successful in the business. The sponsor, Johnson's Wax, is happy, too. Pride is now the nation's best-selling furniture wax or polish.

© 1953. "Johnson's" and "Pride" are registered trademarks of S. C. JOHNSON & SON, INC., Racine, Wis.



THE FIRST STEP in demonstration is caught by TV camera—the quick, easy application of Pride. Demonstrator simply wipes it on with clean cloth.



PRIDE "SELLS ITSELF" when it dries to a light haze, is then whisked off lightly, without any rubbing at all, revealing a rich, gleaming wax luster.



GLAMOROUS RESULT convinces viewers of demonstration that the wax luster Pride gives, without rubbing, is as fine as any they have ever seen.

WEAPON FOR WEST CONTINUED

to annex its borderlands such as the Caucasus and Turkestan.

It is common knowledge among the Soviet *émigrés* that the British have been subsidizing two publications, *The Caucasus* and *Milji Turkestan*, put out in several languages, which openly promote the partitioning of the Soviet Union and the idea that not Communism but oldtime Russian imperialism is the Number One enemy of the free world. Because many publications of various and often insignificant groups of minority nationalities promoting similar ideas have been appearing in the American zone, they are widely believed to have official American sponsorship. This belief has been bolstered by occasional remarks by congressmen and U.S. government officials in support of the elements advocating the breaking up of the Soviet Union into many independent states. In these and other ways we have all too often unwittingly furnished fuel to the Soviet propaganda machine. The fear that the Western powers are interested not in liberating the Russian people but in dividing up their country has forced many a subject of the Kremlin to subordinate his hatred of despotism to national pride and patriotism.

Here, then, are the main elements which should guide us in gauging the state of mind of the Soviet man: his motives are bluntly materialistic; he is obsessed with fear that the next war is around the corner; he is smarting from the bitter humiliation of Germany's wartime policy which he identifies with all Western attitudes towards Russia. Red soldiers share these attitudes with civilians but the West has never recognized them—or, at least, has not acted on them. Though our propaganda activities have enormously expanded—through governmental agencies, such as the Voice of America, and mouthpieces of public committees—the number of Russians who flee has shrunk to the merest trickle. Up to 1950 that number for all the Western zones reached into the hundreds annually. During 1951 it dropped to a few scores for all Allied zones in Europe. During 1952 it dwindled to less than an average of two a month.

What holds them back?

WHY has there been such a steep decline in the rate of defection from the Soviet Union? I have had occasion to discuss this question at length with Soviet escapees themselves. Their chief explanations can be summed up as follows:

Tightening supervision by MGB agents (secret police) over the officers and men in the occupation forces. All their movements, their radio and reading habits are under increased surveillance. They are now rigidly segregated from the German population, even to the extent of keeping the men away from any relations with German women. Recently, for instance, Russian women have been imported in considerable numbers to serve with the occupation forces, so as to isolate the troops from any possible foreign social contamination. This increase in the severity of the regime under which the occupation army is kept has undoubtedly been a factor in the situation, particularly in Germany.

Yet it is generally known that opportunities for desertion and flight exist in Vienna to a far greater degree than in Berlin. The former German capital is divided into four separate sectors, each under the control of the military commandant of one of the four occupying powers. Not so in Vienna where the city proper forms an international zone under a system of rotating command, each power exercising control for a month over the undivided capital. Here Soviet and Allied officers and officials freely mingle in cafes, restaurants and hotels. Nevertheless the number of Soviet fugitives in Austria dropped almost to zero during the last year.

The comparative improvement since the war in the Soviet living standards is another factor in the increased reluctance on the part of the Red soldier to break, perhaps forever, with his home ties. But the Western standard of living still offers strong temptations to the Soviet serviceman. It is true that the common worker in Russia no longer goes hungry, but he still suffers countless privations.

The Western powers have failed to accord constructive, liberal and enlightened treatment to refugees from behind the Iron Curtain. In the course of time reports on the treatment given the escapees filter back to the Soviet-dominated areas. It is now an open secret that refugees are subjected to innumerable, repetitious and frequently stupid interrogations by overlapping and rival services not only of the U.S. but of other Western powers. The process frequently drags on for many weary months. It has never been made clear why a pool of all the agencies concerned could not function through a single board using as a basis a composite and comprehensive questionnaire, and operating within a maximum time limit of a week or so.

What happened to one of the top Soviet trade officials in an


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AMERICA'S


most famous

SOLEMARK

of QUALITY



CLEAT
for general wear




AVON

DU-FLEX

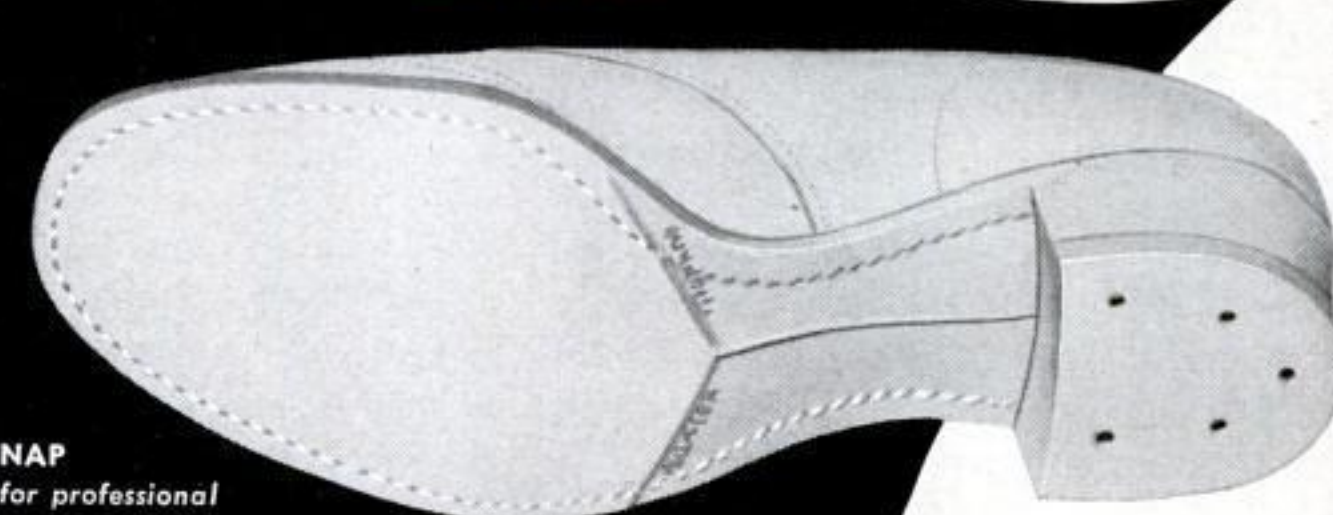
SOLES

ALL FOR HARD WEAR


Thousands of Americans look for these famous soles whenever any member of the family buys new shoes. For the Avon DU-FLEX solemark is their assurance that the shoes will prove to be an excellent value!



RUF-TRED
for work or play



NAP
for professional wear



TRU-STANCE
for golf

AVON SOLE COMPANY
AVON, MASSACHUSETTS

makers of the famous
AVONITE and CUSH-N-CREPE SOLES

FOR FORTY-TWO YEARS SPECIALISTS IN FINE SOLE MATERIALS

not on all shoes . . . just the best ones



Chips
SIZES 4 TO 12



TWIGS
SIZES 2 TO 7

fashion magic!
fabric magic!



HUKABUK

REPEL-O-TIZED
NORTHCOOL



A wonderful new fabric—cooler, sturdier, smarter! Loomed with DuPont's thick and thin rayon yarns, HUKABUK'S distinguished texture is adapted from imported Italian slubbed silk-type fabrics! It's spot resistant, water-repellent, crease-resistant—a CHIPS and TWIGS exclusive in junior boy's wear.

TUSOME—CHIPS—\$18.95
TWIGS—\$15.95

AT FINE STORES EVERYWHERE





SPORT COAT—Meticulously tailored HUKABUK sport coat with a personalized touch—monogrammed pocket-tab! Contrasting slacks. CHIPS—\$12.95. TWIGS—\$10.95.

LEISURE SUIT—HUKABUK casual jacket with contrasting trim on collar and monogram pocket—solid slacks. CHIPS—\$17.95. TWIGS—\$15.95.

ETON SUIT—The perennial favorite—all dressed up in a "new look"—matching HUKABUK eton jacket and shorts. TWIGS—\$13.95.

WM. SCHWARTZ & CO., INC., 1107 BROADWAY,
NEW YORK, N. Y. • LEHIGH AVENUE & 22nd ST.,
PHILA., PA. • SUITE 875 MERCHANDISE MART, CHICAGO



ON THE TOWN Russian soldiers join Americans in a carriage ride around Vienna. Many Reds who deserted did so after such fraternization with GIs.

WEAPON FOR WEST CONTINUED

Asian country is a case in point. We will call him Antonov. He had served Stalin for several years in a conspicuous position in the field of foreign commerce, and was therefore well known to the Allied representatives. When he decided to come over to our side and broached the subject to an American official, he made it a condition that he be permitted to go to the U.S. This was promised. Instead, he was flown to Germany where he had to submit to endless examinations and to spend nearly two years under demoralizing conditions. It took extraordinary efforts on the part of friendly American officials sympathetic to his plight to secure an immigration visa for him, an intercession very few escapees are fortunate enough to get.

As it is, when the ordinary refugee is finally released from what he regards as a third degree examination, he is dumped without resources upon the free world to which he had looked forward so eagerly, and becomes virtually an outcast. He has to adjust himself to an unfriendly German environment which makes it difficult for a Russian even to secure living quarters.

It is not uncommon for him to discover that his original identification papers are not returned to him. This is particularly true of escapees who fall into British hands first. I once listened to a delegation of postwar refugees who cited numerous instances of such treatment at the hands of British intelligence agents. A typical case was that of Dmitri Stepanov, 28, a sergeant. Stepanov's papers had been taken away from him in the usual way and he had been given a pass under an alias, which became his identification document during the period of his interrogation. When he was finally discharged as a bona fide political refugee, his own papers were not returned to him. He applied for an immigration visa to go to Canada, U.S. or Australia. But he could not furnish proof of his true identity. When the immigration authorities examined him and discovered he was living under an alias, he was accused of perjury!

"If the Western nations mean well by the Russian people, as they say they do," a former tank commander complained, "I haven't seen any trace of it. We get thrown upon the German unemployment rolls and get barely enough for a pauper's life. We have nothing to look forward to."

"All they want us for is information," an erstwhile lieutenant said. "After they squeeze out of us all we have to tell, we are thrown aside. Nobody cares."

I have never encountered a single postwar refugee who had a good word to say for the American radio propaganda directed toward Soviet Russia. Both the official and private radio networks broadcasting from Germany for Soviet consumption have fallen behind the march of history. The political slogans of five years ago have worn thin. The exhortations and the promises of yesteryear have naturally lost their appeal. It is as if we were playing old records over and over again.

Among those who recognize that our broadcasts are largely ineffectual, it is usual to put the blame on the failure of our messages

CONTINUED ON PAGE 94

"But I don't want to invite the Clarks for dinner!"

DAVE just couldn't understand why I didn't want to invite the Clarks to dinner—we'd been there so many times. Finally I confessed that I was ashamed . . . that the Clarks' dinner table, agleam with lovely sterling, made ours seem so shabby. "If only we had the International Sterling we've been promising ourselves," I said.

"But, honey," Dave said, "isn't sterling terribly expensive?"

"Not," I answered, "when you consider that we'll be using it every day for the rest of our lives. Besides, we needn't buy a complete service all at once . . .

". . . and, Dave, there just isn't anything that can compare with the beauty of good silver. And International Sterling is the very finest silver made!"

The next day, a trip to the jewelry store convinced him completely. We picked out our glorious International Sterling pattern—and bought four place settings. Now no one in the world can set a table with more beautiful silver than ours.



International Sterling

THE SOLID SILVER WITH BEAUTY THAT LIVES FOREVER!

COPYRIGHT 1953 THE INTERNATIONAL SILVER CO., MERIDEN, CONN.

Say **Carter's** Trigs...
always fitting and proper



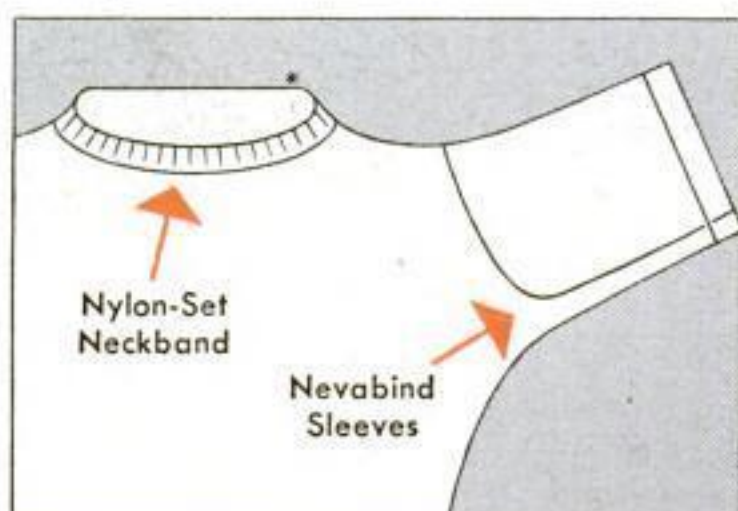
Carter's TRIGS with these exclusive comfort features
fit better, look better than any other underwear!



Blue front
trim tells
you they're
TRIGS

EXCLUSIVE NEVA-VEX® FRONT gives individual male fit. Trigs are the *only* briefs designed to adjust to your body. Never too snug, won't sag or ride up. Seamless seat, long-life heat-resistant elastic in waist and leg bands. For Dads, \$1.10 — \$1.25. For Lads, 89¢

*Pat. app. for



EXCLUSIVE NEVABIND® SLEEVE on Trigs Super T-Shirt won't tug, or chafe. Nylon-Set Neckband won't sag. Right-length tails stay put, won't bunch at your belt. For Dads \$1.50 — For Lads \$1.25. Also Trigs Athletic Shirts for Dads — \$1.00. For Lads, 69¢ — 85¢

ALL TRIGS ARE **Carter-Set** — WON'T SHRINK OUT OF FIT!
FINE COMBED COTTON KNITS NEED NO IRONING

Yes **Carter's** makes fine underwear for the whole family

The William Carter Company, Needham Heights 94, Mass.



DISAPPOINTED DPs from Russia, waiting in a camp while visas for U.S. are held up, show pictures of their wives, who have gotten into America.

WEAPON FOR WEST CONTINUED

to reach the people on the other side because of jamming by the Soviets and of ruthless punishment inflicted upon listeners. Yet when put to the test, this argument quickly collapses. The test can take the form of a question such as this:

"If Gromyko were to jump out of a window in New York and the news were to be immediately broadcast by us to the Soviet countries while the Soviet radio and press remained silent about it, would the word get through?"

In reply, every informed person consulted on this has agreed that news of this kind would travel like wildfire across the Soviet Union from Poland to Vladivostok. How? It is an established fact that the Soviet bureaucracy, from the MGB to the rank-and-file party functionaries and civil servants, is corroded by disloyalty. When an announcement of acute interest to Russians comes over the radio, even the trusted official whose duty it is to monitor or report on foreign activities will burst upon his associates with the tidings: "Did you hear what those damned fascist liars have just concocted? Why, those mad dogs are announcing that Gromyko has committed suicide by jumping out of a window in New York." The hunger for news is overpowering, and when it is news of vital concern to the people over there, no iron curtain can keep it out.

The scatter-gun attack

IN psychological warfare, as in all other combat, there is the cardinal principle of the prime objective—the concentration of effort at one pivotal point. But we have scattered our efforts in all directions. We bolstered Tito in the hope of raising more Titos elsewhere. We aimed shafts of propaganda at the people of Czechoslovakia, Hungary, Poland which have hardly amounted to a flea-bite on the hide of the Soviet bear. We experimented in selling to the Russian people the American way of life, with dismal results. Many of our anti-Soviet activities overlapped or competed with each other, and none was given priority as a weapon which might promise victory.

The pivot of the Soviet Union's position on the global chess-board lies in its occupation of East Germany and Austria. By striking at the morale of the 380,000 men there we could pry at the Soviet grip on Europe. They could not long hold their position with a disintegrating army. We might eventually even compel them to withdraw the occupation forces in the interests of their own security at home, which would be deeply undermined by widespread military disaffection.

The task is of course enormous, but not insuperable. One of the strongest and oldest traditions in the Russian army is that of revolt. The beginnings of the modern era's revolutionary movement go back to the Decembrist rising in 1825, which was led by a group of high officers who had absorbed the spirit of the French Revolution in the post-Napoleonic occupation of France by Russian troops. In 1905 the Potemkin mutiny in the czar's Black Sea fleet supported a revolutionary upsurge of the first magnitude.

CONTINUED ON PAGE 97



When you see fashions
like these... and feel

foot-easing comfort like this

in the same pair of shoes

they're

the new

Enna Jetticks

\$9⁹⁵ and \$10⁹⁵

®

ENNA JETTICK SHOES, INC., Auburn, N. Y.

See your local newspapers on March 19th, 20th, 22nd, 23rd or 24th for advertisements of stores carrying the NEW ENNA JETTICKS

TO THE QUEEN'S TASTE. CROWNING TOUCH FOR SPRING MEALS

Peach Coronation Salad

A ROYAL FAMILY OF FLAVORS

Canned Cling Peaches from California . . . the real queens of the orchard! Picked and packed when they're heavy with juice, at the prime of tree-ripe flavor. Cut each big, golden half to form a crown over a mound of creamy cottage cheese, add cherry "jewels," and serve with . . .

Delicious Ry-Krisp . . . the toasty, crisp-baked wafers with a hearty rye flavor that sets off fine food tastes to perfection. And for your figure's sake, make your bread Ry-Krisp always (only 21 calories in a double square!)



Enjoy this salad soon . . . and often! Stock your pantry shelf now.

Remember, peaches are your best fruit buy . . . and the best peaches are Canned Cling Peaches from California, in golden halves or delicious slices.

Get the famous Ry-Krisp Reducing Plan without waiting. It's printed right on the package. Just look for your grocer's special Coronation Salad display . . . and start making your bread Ry-Krisp.

Together at your Grocer's



BAD DP LIVING CONDITIONS in West deter Russian escapees. Here a former German barracks provides quarters for Russian refugees in Heidelberg.

WEAPON FOR WEST CONTINUED

The refusal of two elite imperial guard regiments to quell the street riots in March 1917 led to the overthrow of the czar and to the Russian Revolution. The defection of the crews of several Baltic cruisers helped Lenin and Trotsky consolidate their power in November 1917 and establish the Soviet dictatorship.

All of these milestones, to be sure, have been memorized and turned to their own account by the Communist indoctrinators of the Soviet army. The greatest and most dangerous internal revolt that the Soviet dictatorship has ever faced, the Kronstadt rebellion of the spring of 1921 which forced Lenin to retreat to his New Economic Policy, originated in a naval mutiny.

It is not yet too late to exploit this tradition of revolt if we address ourselves to the task with imagination, intelligence and full use of our resources. True, we no longer have the great opportunity of the early postwar years, when there were mass desertions from the Red ranks and sporadic risings among the occupation troops. But we still have an advantage even if the course of events since the end of the war has been gradually frittering it away, up to the time of the death of Stalin.

That advantage is the friendly attitude of most of the 23 million Eastern Germans and Austrians among whom the 380,000 Soviet occupation servicemen live. Their friendship has been demonstrated by the mass flight from East Germany of men and women, as many as 40,000 in one month, seeking refuge from Communist oppression.

Though most of the Soviet occupation forces are behind stockades, they are still within reach of our propaganda. The severity of the discipline which has been increasingly put upon them attests to the Kremlin's fear for the loyalty of these men.

But once we have reached them with a convincing message and significant numbers of them risk their lives to come over to us—what then? I have criticized our shortsighted and self-defeating treatment of those who have defected in the past because it failed to reward them tangibly, because, indeed, it left them personally worse off, if possible, than they had been under Communist rule. I believe the solution is a long-range and internationally sponsored program of resettlement, backed by the U.S.

To be sure, many official and private organizations have been doing good work in this and related fields ever since the war. And there are obvious difficulties to an expanded program that skeptics will rush to point out: the cost will be heavy, and there are certain to be international political repercussions and difficulties with certain of our allies (Italy, for one) who have surplus population problems and will resent what might be called preferential treatment for enemy deserters. There are also the well-known human problems that resettlement on a large scale has always created.

But none of these is insurmountable. The cost would be much less than the price of the Marshall Plan was to the U.S., and if the same quality of imaginative planning and spending is applied here as there was behind the conception of the Marshall Plan, resettlement would become workable.

Resettlement for Russian escapees could and should be coordinated with a fuller, more comprehensive resettlement plan than the West has had up to now for refugees and DPs of whatever origin. Such an over-all plan should probably be worked out in

CONTINUED ON NEXT PAGE

It's Ambertone for Spring—
in twin U-wing tips!

BATES

Originals

Winged victory it is! For here are handsome identical U-wing tips to please partisans of lace or laceless styles. Rich Ambertone shade — new spring color for fashion-minded men.

Most Styles \$9.95 to \$17.95

Exclusive comfort feature
"SLIPPER-FREE WHERE YOUR FOOT BENDS"

Phi Bates

America's only shoes style-endorsed
by the College Advisory Board

WEXFORD
No. 3207 — Laceless
U-wing tip
Ambertone shade

LONSDALE
No. 3167 — Smart
U-wing tip
Ambertone shade

BATES SHOE COMPANY WEBSTER, MASSACHUSETTS

no other girdle

but **promise** [®] does

this — Goes to new heights — 4 inches above the waistline!

this — Defines your waist without pinch or poke!

and this — Controls hips, thighs, seat, abdomen with exclusive BIABAND® control!

featherweight nylon . . . \$15.00
new summer cotton . . . \$15.00
stretch satin . . . \$16.50
panty girdle . . . \$18.50

There's a PROMISE for every figure-type
at your favorite store, or write

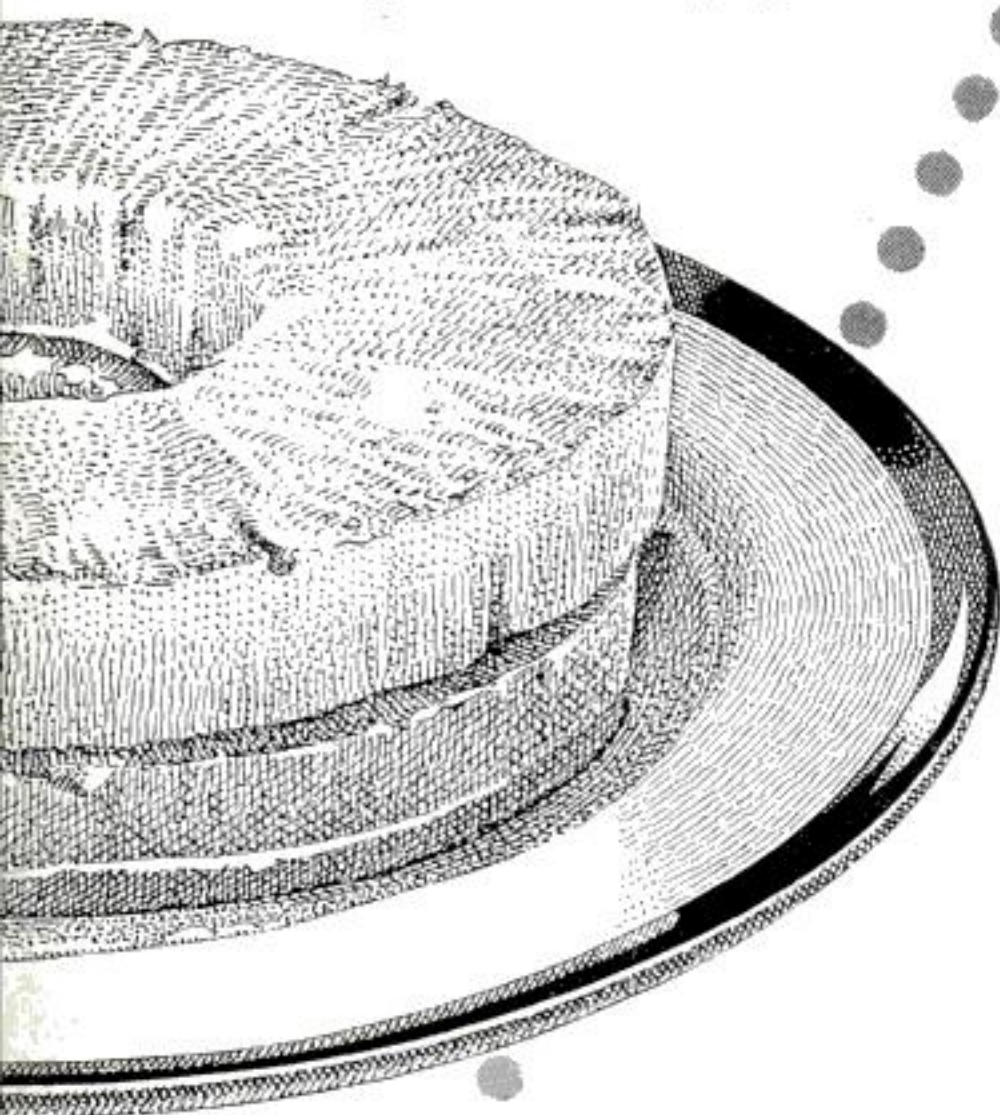
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poirette corsets inc.
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a Bacardi cocktail has

less calories

than 2 slices of pineapple



ALL ALCOHOLIC BEVERAGES HAVE CALORIC ENERGY BUT

... Bacardi, world's largest selling rum, is low in calories. The famous Bacardi cocktail, for instance, contains only 88 calories.

No claim is made or implied that a drink should be substituted for food or that Bacardi will help you reduce. Everyone knows there is caloric energy in all alcoholic beverages.

Bacardi, though, contains less calories than you think.

A Bacardi Highball has less calories than a medium egg.

A Bacardi Old-Fashioned, less calories than half a grapefruit;

A Bacardi Daiquiri, less calories than a glass of skim milk;

And a Bacardi Cuba Libre, less calories than a lamb chop!

So it goes with the many delicious drinks you can make so quickly and easily with Bacardi.

You drink for pleasure of course. And as you enjoy the wonderfully satisfying flavor of Bacardi, you'll get extra enjoyment, secure in the knowledge that Bacardi is low in caloric content, as it is high in taste appeal.

Make this famous LOW CALORIE

BACARDI Cocktail
in one easy minute

1. Squeeze juice of half lime into shaker.
2. Half teaspoon of sugar and dash of grenadine.
3. Add 1 oz. of Bacardi, Silver Label.
4. Shake well with ice and serve.

Delightful—only 88 calories

Drink low calorie

BACARDI

COMPUTATIONS COMPILED
FROM STANDARD CALORIC TABLES.

© BACARDI IMPORTS, INC., 595 MADISON AVENUE, N. Y., RUM ... 86 PROOF.

WEAPON FOR WEST CONTINUED

conjunction with, and be a part of, the American Point Four program. Geologists, agronomists, economists and sociologists have been telling us for years of the wonders that could be performed in what are the world's undeveloped areas: western Canada, parts of Latin America and Australia, to name a few. Indeed some, but not enough, refugees have already been settled in many such places. We could transform unused areas all over the world into places where communities can grow, and where millions of refugees, former Soviet occupation troops included, can find their freedom and their security, too. Thus could old-fashioned homesteading, on a gigantic, modern, worldwide scale, become the hope of the disillusioned Russian soldier who now thinks he has no choice but to continue his servitude under his Soviet masters.

And a further inducement could be offered to offset the very real love Russians have for their own society, customs and culture. Certain of these areas could be set aside exclusively for Russian refugees. Here they would find their own kind, speaking their own language, following their own traditions, but enjoying the freedom they can no longer find in their homeland.

With some plan worked out for their future, how do we go about undermining the morale of the Soviet occupation forces? How do we induce desertion of military, defection of civilians and possible mutiny by entire detachments? By putting substance into our propaganda. When we speak of democracy, it must be made to spell something tangible—a homestead. When we speak of freedom, it must be converted into a reality—a home free from arbitrary invasion. When we promise opportunity for economic advancement in the Western world, it must take on concrete shape, such as building a new life in a specific settlement area, with help in the form of supplies, equipment, building material and loans. Instead of preaching in round terms against collectivization and industrial slavery under Communism, we must offer the escapee the promise of private property and the satisfaction of ownership.

'Professionals' ready to help

HOW can we get our message to this audience in a convincing manner? There are today on this side of the iron curtain some 1,000 former officers of the Soviet army. These men have already made the break. Of these 1,000 men, 300 to 400 are former career officers, the "West Pointers," the professionals of the Soviet army, not World War II veterans or conscripts, and not rank and file enlisted men. These career officers can speak to the career officers of the present Soviet occupation armies in their own language, can tell them why they are glad they have escaped to freedom.

A few of them have already done this, over the Voice of America as well as nongovernmental radio channels. But their pleas have had little effect, mainly because their efforts have been unorganized and sporadic.

These career officers should be organized into an association of their own. Their radio speeches should be coordinated and launched as a propaganda barrage. One after another, in program after program, they should broadcast to their fellow officers still behind the iron curtain. Each one of the broadcasters should give his full personal history in complete factualness: his name, his rank, the outfits he served in, the generals he served under (the more famous the generals are the better), the posts he held, the places where he was stationed. And then, the reasons for his disaffection, his flight and what he has discovered in the land of freedom. He should urge his former comrades-in-arms to pluck up their courage, to break for freedom, to come over to the West, now.

Such an organization could be formed very simply. It would not even have to be an international undertaking at first; there are about 100 of these officers in the U.S. at the moment. If some of them started such an association, the others would flock to join, almost immediately followed by the same kind of men in Canada (about 25 to 30), in South America (100), in Great Britain and Australia (30 to 40) and in Western Germany (150). Of course, careful attention would have to be paid to the selection of those who did the broadcasting; no old czarist generals, for example, need apply. Here, the career officers still behind the iron curtain would realize, was a special asylum for them, formed by men of their own kind, men on whose word they could rely. The snowballing effect of this campaign would be stupendous. Not only would it have more direct appeal than our broadcasts have yet had on occupation troops, but it would single out the very men who form the backbone of the Kremlin's armies.

If these men begin to come over in response to such pleas, it would mean the beginning of a drain upon Soviet manpower in an area where they could ill afford it. It might come to pass that

CONTINUED ON PAGE 100



HERE IT IS!

PHILIP MORRIS KING-SIZE

—the only leading King-Size cigarette made an exclusively different way to avoid the main cause of irritation!

NOW! PHILIP MORRIS is available in the new
KING-SIZE for longer smoking enjoyment.

Remember, you'll *feel better* when you change to
PHILIP MORRIS. In case after case, coughs due to smoking
disappear . . . parched throat clears up . . . that stale,
"smoked-out" feeling vanishes.

So take your choice, but make *your* choice
PHILIP MORRIS—America's Most Enjoyable Cigarette!

KING-SIZE or REGULAR

YOU'LL FEEL BETTER
smoking PHILIP MORRIS

Call for **PHILIP MORRIS**

KING-SIZE or REGULAR
you cannot buy
any other cigarette
of equal quality!





PEPSODENT! Gives You Clean Mouth Taste for Hours

Thanks to **ORAL DETERGENT** discovery!



The cleaner your teeth, the better you fight bad breath and tooth decay. And tests at a Mid-West University prove Pepsodent's ORAL DETERGENT cleans teeth cleanest of any leading tooth paste! Your proof is the Clean Mouth Taste for hours that you get with Pepsodent. Lever Bros. Co. unconditionally guarantees your satisfaction—or money refunded.



Only Pepsodent's ORAL DETERGENT Cleans Your Teeth Cleanest!

Try the New
Pepsodent Chlorophyll

5 REASONS WHY MILLIONS OF STANBACK ARE USED YEARLY

1. Several fast-acting medically-approved ingredients, scientifically blended into easy-to-take Tablets or Powders.
2. Reduces fever, relieves aches and pains and sore, aching muscles that accompany colds.
3. As a gargle STANBACK relieves sore throat due to colds.
4. Relieves simple headache—neuralgia, discomforts due to colds.
5. Handy to carry in pocket or purse for convenience at work or play.

Test STANBACK yourself . . . tablets or powders . . . against any preparation you've ever used.



STANBACK



BUSY DAY DINNER

Just open a big can of Dinty Moore Beef Stew—good lean beef, firm white potatoes, garden carrots in rich gravy. For the light fluffy dumplings—just add milk to Bisquick. Done in a jiffy. Hearty fare for busy days.

DINTY MOORE BEEF STEW

Geo. A. Hormel & Co.

Performs Miracles with Foods!

Guaranteed by Good Housekeeping

Guaranteed For 10 Years

Not Sold in Stores

CHOPS

PEELS

WAFFLES

SLICES

CRUMBS

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STRINGS

GRATES

Sooner or Later you'll own a

Saladmaster

Why not order yours now!

Complete with 5 mirror like cutting cones \$29.95 plus sales tax—if any—higher outside U.S.—postage paid if check sent with order.

SALADMASTER SALES, INC.
131-L323 Howell St., Dallas, Texas

WEAPON FOR WEST CONTINUED

Soviet officers would lead entire units over to our side. And at the same time revolts by the men against brutal officers might very well break out like a rash in the Soviet occupation forces. There are precedents for both in the history of the Red army. In the end the iron curtain itself might be in danger of being torn into shreds by a stampede of desperate men and women bent upon regaining freedom at all costs.

The potential repercussions of such an operation are enormous. In the adjacent satellite countries, in Poland, Czechoslovakia, Hungary, there would surely follow widespread attempts at defection which would rock the Kremlin's system of controls there. The flight of uranium miners from Czechoslovakia in 1951 might very well repeat itself a hundredfold.

Who can doubt the seismic effects of a rush of deserters from Soviet military ranks on the line of communications from Moscow to the West? At the cost to us of a month's warfare in Korea we might unleash a quake under the very foundation of the Kremlin's power in the heart of Europe which would reverberate on the Yalu and force Moscow to retreat from the Far Eastern adventure. On the basis of past experience the Kremlin would naturally expect us to barter away our newly won advantage for a graceful exit from the Korean trap under the label of an honorable peace. This is the gravest risk attached to our gaining a major psychological victory over the Kremlin—the risk of failing to follow up on our success.

We have done so before under the policy of containment. We halted the enemy in Iran in the beginning of the cold war and we afterward halted him in Greece with the Truman Doctrine. But in neither case did we follow up our victory. And whatever we gained locally, we lost on the global battlefield when Czechoslovakia was taken over by the Kremlin lock, stock and barrel. The triumph we scored by holding Berlin through the airlift, which we again failed to follow up, was utterly washed out when we lost China to the Communist camp. The dynamics of these major Soviet victories made a mockery long ago of the policy of containment and led directly to Korea.

A new American policy toward the Soviet aggressor, which would strike at the morale of the Red invaders and occupation forces, could achieve permanent results only if it aimed at rolling back the Soviet tide to its original boundaries. A policy of liberation would make sense only if the Western world were determined to settle with Moscow for nothing less than the retreat of the Soviet army and all the Communist fifth columns to the prewar domain of the Kremlin.

Having once demoralized the Soviet's military establishment in Central Europe, we could keep turning the tables on them until peace in Korea is concluded on terms most unfavorable to the aggressor. Only by retaining the psychological initiative and pressing on to the next objective—the liberation of all the European satellites from the Kremlin's stranglehold—can we maintain the upper hand in the war of nerves with Communist imperialism.



THE OPPORTUNITY to influence Russian troops is always arising, as evidenced by picture of two Red occupation soldiers who strayed into U.S. sector of Berlin. When American MPs ushered them back, one said, "We know you want to be friendly. The same is true of us, too, but we can't do it."

SOUTH BEND DOES IT AGAIN!

startles world with second
major development in weeks!

South Benders, still reeling from the disclosure of a new Bendix product (the Duomatic) which automatically dries clothes as well as washes them, were again rocked to their heels this week with Bendix' announcement of a new refrigerator line.

Such sensational disclosures are nothing new to Bendix, however, as one South Bender pointed out. Ever since the firm stunned the appliance world with the first automatic washer 15 years ago, it has been busily winning customers and making appliance history by a series of spectacular engineering feats which this month culminated in the amazing Duomatic—an automatic laundry which, says Bendix, does everything but the ironing.

Though a completely new field, Bendix tackled refrigerators in the same way it has solved many other problems by going direct to women, themselves, and asking them what they wanted. The results, as unveiled in the new Bendix refrigerators this week, promise plenty of heart-warmers for women.

BENDIX HOME APPLIANCES, Div. AVCO Manufacturing Corp.



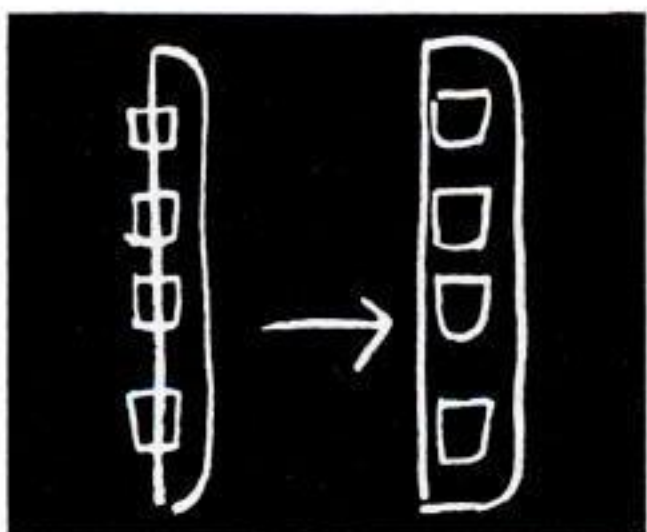
JUBILANT SOUTH BEND HOUSEWIVES staged own celebration last week when new Bendix Washer-Dryer was announced. Bonfire was fed by old clotheslines, props, baskets and other articles long associated with hated laundry chores now made needless by new development.



BIG ATTRACTION, along with new refrigerators, was Bendix Duomatic, first automatic machine ever to dry and wash clothes in one unit about the size of a separate washer or dryer alone.



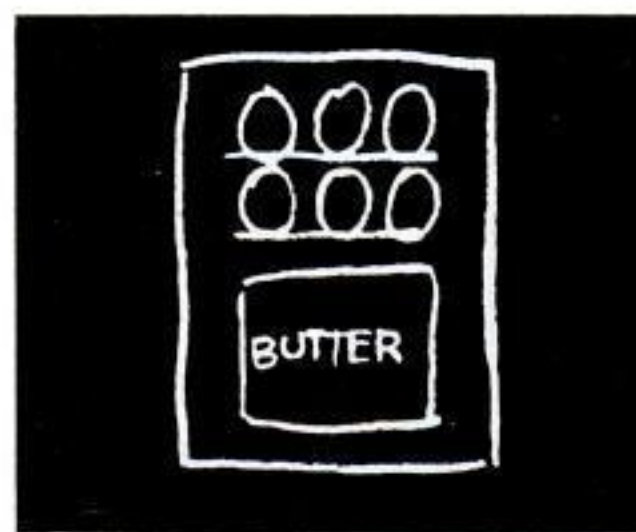
SOUTH BEND WOMEN helped Bendix engineers plan new refrigerators at "blackboard sessions" after classroom meeting.



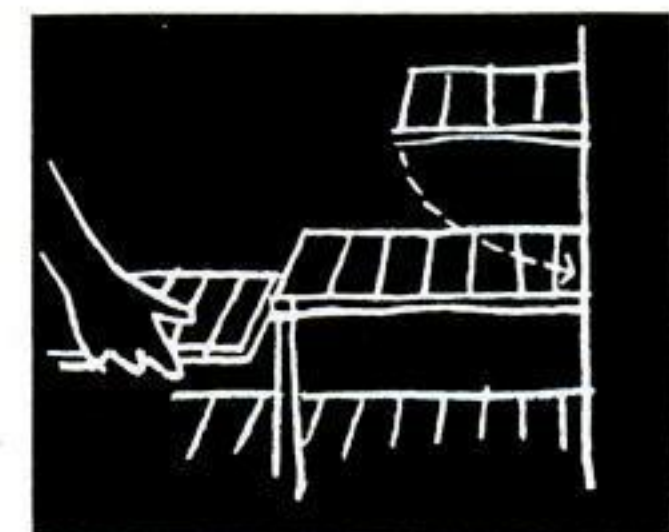
DEEP DOOR SHELVES was request of Thelma McGirr. New type Bendix "Bonus-Door" makes deeper recessing possible, gives almost 2 extra cubic feet of food and beverage space without "stealing" from valuable refrigerator shelf area.



CUSTOM DOOR HANDLES are unusual ring design, easy to close with just a touch of hand, finger or elbow. Gorgeous coloring in gold, green, and chrome make the Bendix handles exceptionally attractive.



WOMEN WANTED a butter and egg conditioner in a single compartment, in easy reach. Bendix supplies answer with compartment at center-top of Bonus-Door. It holds 1 pound butter at spreading consistency and 6 eggs at proper cooking temperature.



FLEXIBLE SHELF arrangement was frequent plea. Bendix shelves rearrange readily for storage of smallest dishes to largest roasts and poultry.

ADVERTISEMENT CONTINUED ON NEXT PAGE



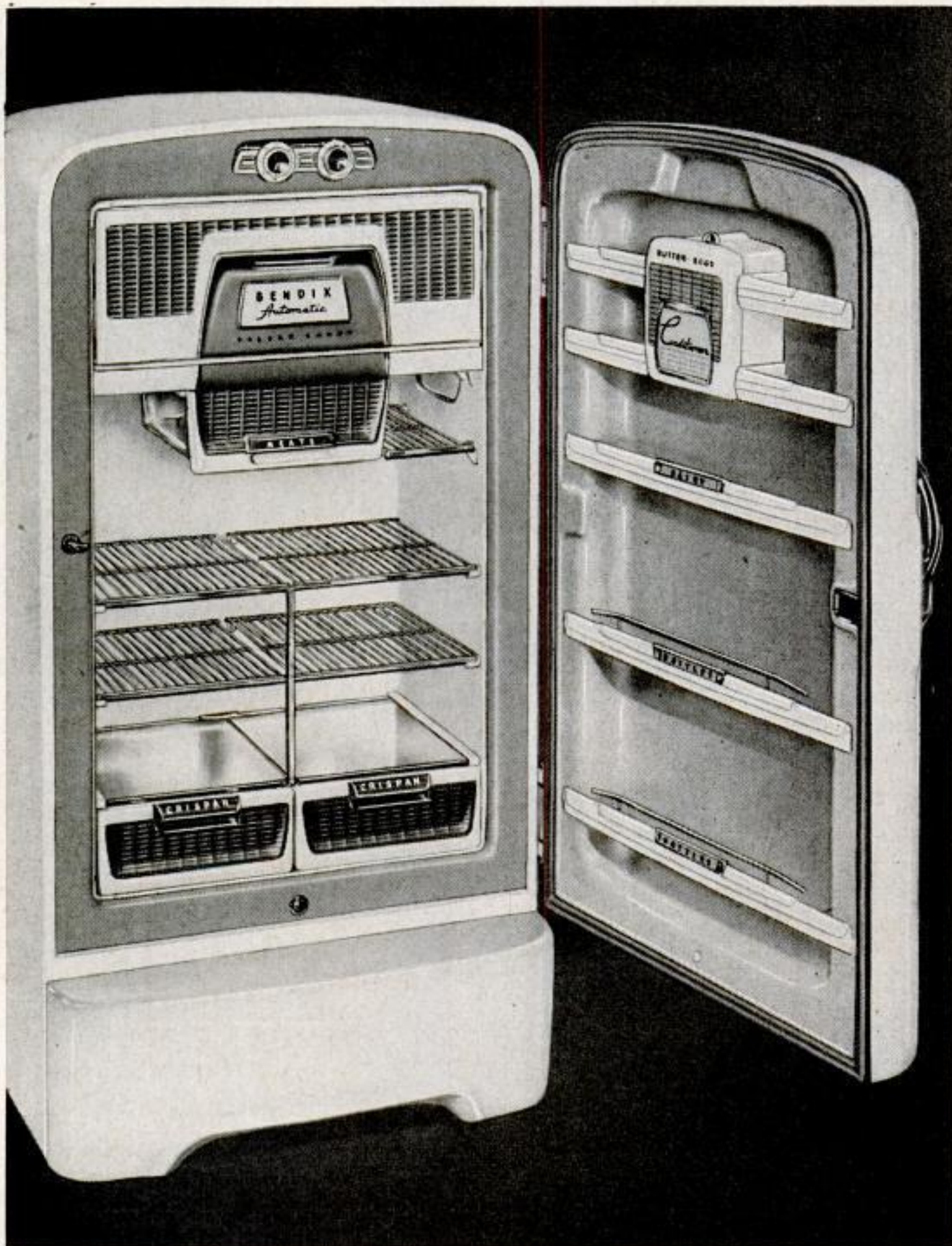
VIEWS DIVIDED ON AUTOMATIC DEFROSTING. Most women favored completely automatic defrosting but some wanted to choose their own defrosting time by "push-button" operation. Bendix provides both types in variety of sizes and prices.



BIG FREEZE-CHEST was asked for by many parents. Full width Bendix freeze-chest holds up to 77 pounds at low, safe temperatures... even ice cream stays frozen firm until time to serve it.



DOUBLE DOOR so you can open freeze-chest without losing cold from lower area was desire of Mrs. W. E. Scott. This is available in the Bendix deluxe refrigerator, a 12.1 cu. ft. model.



HERE'S WHAT THEY WANTED. Big Bendix refrigerator incorporates all features women asked for—actually outmodes many now on the market.

BENDIX HOME APPLIANCES, Div. AVCO Manufacturing Corp.

Now a second great THE PARENTS DREW

So new, so wonderful—they make all other refrigerators old-fashioned! They're built to the precise specifications of American mothers and made as automatic as only Bendix knows how!



Here's another product miracle from the people who brought you workless washdays! The giant new Bendix refrigerator shown here is actually 3 appliances in 1!... each a masterpiece in itself. First you have the big freeze chest with its 77-lb. capacity, and the separate door with the Arctic Shelf (which keeps 7 lbs. of most-used fruits and juices at your fingertips). Defrosts automatically, too!

Now note the huge main storage department—with its wonderfully flexible shelving and space for gallon bottles and holiday turkeys. No dripping walls here... moisture stays where it belongs—in the sliding Crispans! Fully automatic defrosting!

Last, but far from least, is the exclusive Bendix Bonus-Door—which has so much bonus space in deep shelves it's like owning an extra refrigerator. There's ample room for quart milk bottles and loads of other foods where they're easy to see and easy to reach. And you'll love the exclusive Butter 'n' Eggs Conditioner which keeps those perishables just the way you want them!

See this great 3-in-1 value now at your Bendix dealer's!

Flexible Shelves
re-arrange easily for
storage of smallest
to largest foods



"If it's BENDIX... it's
better AUTOMATICALLY"

'53 triumph from **BENDIX** Home Appliances...

REFRIGERATOR THAT ON A CLASSROOM BLACKBOARD!



Full-Width Freeze Chest
freezes and stores
up to 77 pounds.
Defrosts automatically

Butter-'n-Eggs Conditioner
keeps butter easy-
to-spread, conditions
eggs for best cooking

Bonus Door with
Deeper "built-in" shelves
... up to 15% more
space without "stealing"
from refrigerator

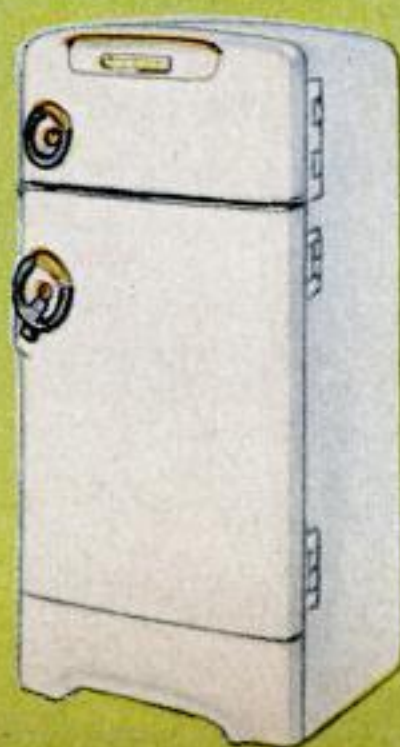
2 large Crispans for
fruits and vegetables
with special moisture
seal and plastic
gliding guides

BENDIX

Refrigerators

MANY BEAUTIFUL BENDIX MODELS TO CHOOSE FROM

No matter what your floor space problems, your capacity needs—you'll find a Bendix refrigerator right for you in the many models now being featured at your Bendix dealer's. Every one is designed to give you—not only the ultimate in features and space for the price—but unique beauty as well! The famous Bendix "porthole" design door handles in green, gold and chrome spotlight the whole graceful exterior. And the beauty of its sturdy gleaming shelves and colorful new Bendix "Cool-Tone" interior is a delight each time you open the door.



BENDIX HOME APPLIANCES
DIV. AVCO MANUFACTURING CORP.
SOUTH BEND 21, INDIANA

Watch for
next great
BENDIX
announcement



Open the door to Spring

The Green Giant puts June on your doorstep
with his fresh-picked, baby-tender peas



It's just as though the Green Giant stepped out to the garden and picked a batch of peas for you. That's how fresh Green Giant Brand peas are. They're *picked at the fleeting moment of perfect flavor* and packed into cans almost before the dewdrops have a chance to dry. How about some fresh-peas-in-the-pod *without the pod* tonight?

Green Giant Company, headquarters, LeSueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario. "Green Giant" Brand Reg. U. S. Pat. Off. © GGC.

Green Giant Peas

BRAND

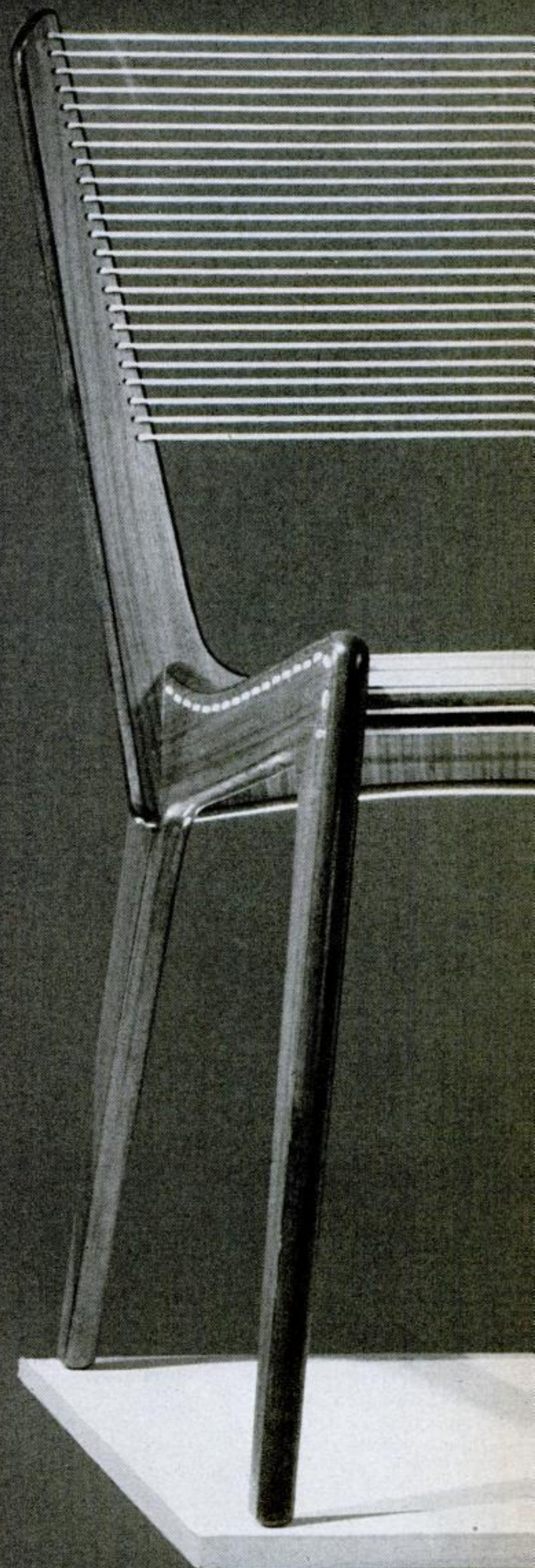




PARACHUTE CORD CHAIR

Strung like a racket and made like a ski it holds 450 times its weight

Chairs lead multiple lives in U.S. homes. They are carted from dining table to television set to terrace. One problem, therefore, is to find chairs that are sturdy yet light enough to move around easily. A new solution is the chair (*below*) designed by a Montreal sports goods manufacturer, Alexis Andreef, and a former Royal Canadian Air Force pilot, Jacques Guillon. Pooling their knowledge of skis, tennis rackets and parachutes, they have devised a chair with the flexible, laminated wood frame of a ski, a seat and back of nylon parachute cord strung tight like a tennis racket. Weighing only seven pounds, the chair supported 3,370 pounds in a weight test, bent but did not break. In elm, walnut or a black plastic, it costs under \$35.



FALSE TEETH

Often Have a Certain Odor!



1. When you whisper—Denture Breath may tell everyone you wear false teeth.

2. When you laugh, the odor of Denture Breath is not so funny to those around you!



**CLEANS
WITHOUT
BRUSHING!**



3. Soak plates daily—15 minutes or more—in a fresh solution of Polident and water.

4. Smile—and know that you can't offend. No Denture Breath—thanks to Polident.

Without harmful brushing, Polident cleans your false teeth—as no soap or toothpaste can. Polident is guaranteed to be the safest, quickest, easiest way to keep plates naturally white, fresh and odor-free or *your money back*. Get Polident today.

World's Largest Selling
Denture Cleanser
POLIDENT

Recommended by More Dentists Than Any Other

Hollywood Easter Party Idea by SUSAN CABOT,
star of Universal-International's
'GUNSMOKE,' Color by Technicolor.



For novel "place cards," write names of guests with wax crayon on white eggs, then dip in contrasting CHICK-CHICK color. You'll be delighted.

**BRIGHTER!
EASIER!
SAFER!**

**easter
egg colors**

More fun! Color your eggs with these CERTIFIED PURE FOOD colors. Easy to use. ON SALE at drug stores, groceries, 5 & 10¢ and variety stores.



CHICK-CHICK
for beautiful, brilliant solid shades

PRESTO
for dazzling multicolor designs

Made by Fred Fear & Co., Brooklyn 2, New York

Mothersill's
The fast-acting
aid in preventing
and relieving
Travel Sickness.
for ADULTS and CHILDREN



NEW!
Dr. Scholl's
Chlorophyll
FOOT POWDER

1. Relieves Hot, Tender, Tired, Chafed, Sensitive Feet...
2. Eases New or Tight Shoes...
3. Helps Prevent Athlete's Foot...
4. Contains Chlorophyll

You'll find this scientifically compounded foot powder delightfully soothing, refreshing. Start using Dr. Scholl's Chlorophyll Foot Powder today and make it a daily habit. At Drug, Shoe, Dept. Stores and Dr. Scholl's Foot Comfort Shops.



**Avoid HARDENED
PAINT BRUSHES
and Rollers**
PROCESS 33

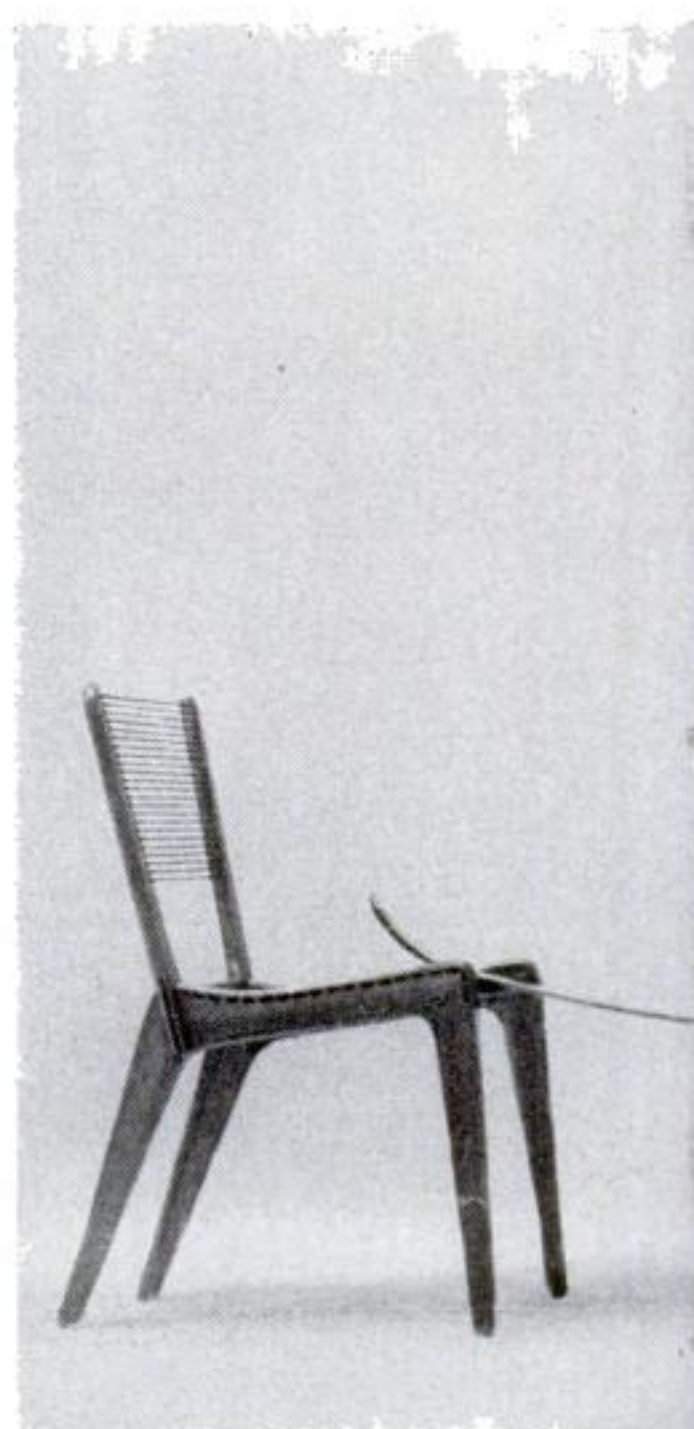
Wherever
Paint
is Sold
59c
pint

G. N. COUGHLAN CO., WEST ORANGE, N. J.

PARACHUTE CHAIR CONTINUED



DESIGNER ANDREEF shows above how racket and chair are strung. Right, he balances on ski between chairs. Ski and chair frames bend, do not break.



LIGHT WEIGHT of the parachute cord chair is demonstrated by a slender model who swings it easily over her head, balances it in the air on her finger tips.



AIRY CHAIR, SOLID COMFORT

The laminated frame of the chair has a core of white ash or rock maple. The exterior veneer is glued on with the same adhesive used in skis, making a frame as strong, light and flexible as a ski. In putting the frame together no glue is used: the separate sections are cut so that each piece fits tightly into another and stays put when pressed into place. The nylon cord lacing, which comes in a choice of seven colors, is strung by equipment that is larger but otherwise the same as that used for tennis rackets, and on the basis of tests is expected to remain tight for at least five years. The chair is not easily tipped over, has the stability and comfort of a large, heavy piece. And it has such simple clean lines that it goes well with almost any kind of interior.



COMFORT of chair comes from fact that it gives to accommodate the sitter. Seat leaves no marks on body through clothes, leaves some if sitter is in shorts.

*A luxury
that actually
does you good*



Norman
Thurkett II

*You should use it
You'll like to use it...*

MORE MEN come to them for help for skin infections due to shaving, dermatologists say, than for any other cause.

These infections often spring from tiny nicks and scratches you can't even see. Often, these tiny cuts become more serious than major ones because you take care of major cuts but neglect little ones.

Yet this need not happen—if you use Aqua Velva regularly after every shave. Two special ingredients in Aqua Velva automatically help take care of any break in the surface of the skin. The tingling

sensation you feel when you apply it is *proof* of Aqua Velva's action.

Why you'll like Aqua Velva

In addition to the tingling sensation and pleasant aroma—found in Aqua Velva alone, you will enjoy the feeling of well-being and being well-groomed.

A 5-second dash of Aqua Velva gives the perfect final touch to your shaving routine. Favorite of men the world over, it is a luxury you owe to yourself. Get a bottle today!

P.S. to Wives: Give him the luxury lotion he'd buy for himself! Distinguished gift bottle, 11 ounces.



MANY TESTS in the Lever laboratories have proved beyond question that dirt and perspiration are the chief threats to the long life of your sheets. So the first rule of sheet

care is to change sheets and wash them often. Use plenty of safe, thorough-cleansing Rinso suds. Incidentally, always mend rips and remove special stains before washing.

How to take care of sheets

by Eleanor B. Cook, former associate editor of McCall's

THEY'RE VERY EASY TO LAUNDER AND CARE FOR PARTICULARLY IF YOU WASH THEM WITH RINSO

All the steps you see on this page are very important indeed to the long life and good looks of your sheets. But a famous home economist told me point blank that the most helpful single piece of advice is "use plenty of Rinso suds." Here's why.

Take the matter of *whiteness*. Thousands of housewives have noticed that their sheets actually look whiter after they have been washed in Rinso than when they were brand new.

The reason for this is the **SOLIUM** in Rinso, and you can actually see the dif-

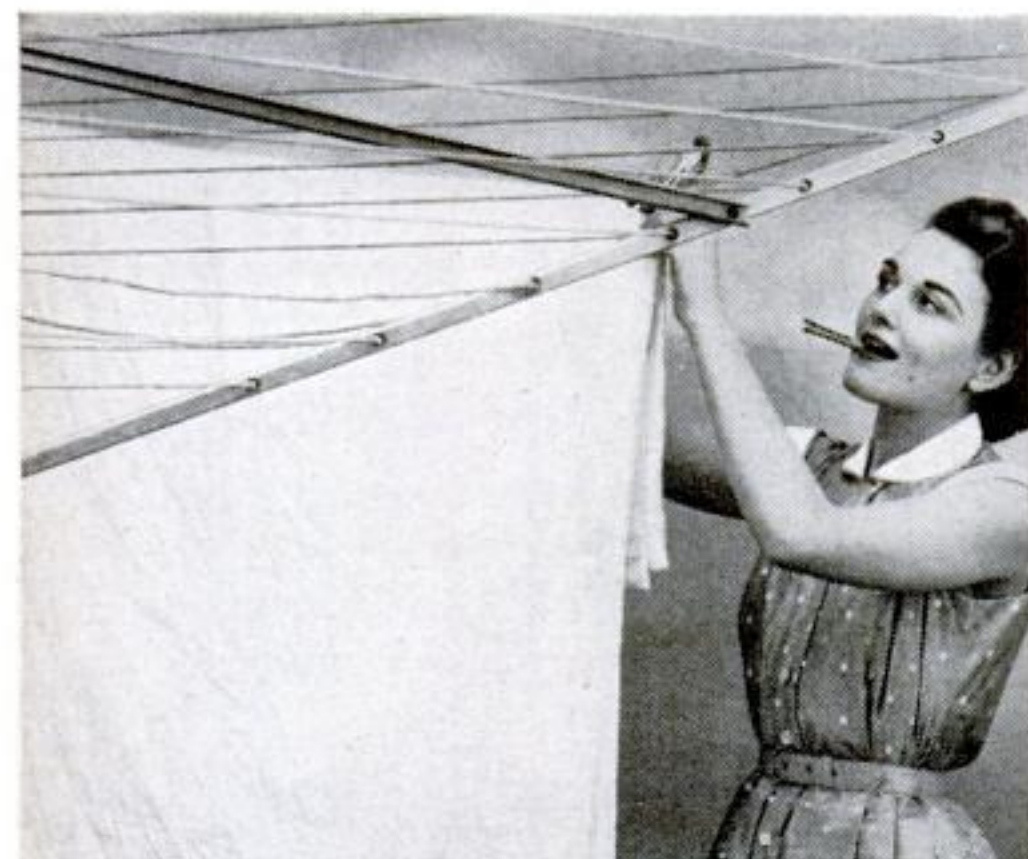
ference even before your wash is dry.

As for *dirt*—the greatest threat to the long life of your sheets—our scientists can prove that Rinso *gets out more dirt* than detergents. Sometimes it's hard to see the difference, but when your wash is very dirty your own eyes will tell you that Rinso does a better job.

Last but not least, you pay about 20% less for Rinso than for most detergents. It all adds up to this: for your family wash, Rinso with **SOLIUM** is far and away your best buy. A great boon and a great bargain!



WASH WHITE SHEETS in hot, hot water (about 140° F) and use plenty of Rinso—at least enough to maintain a two-inch standing suds on top of your wash water. Your pretty pastel sheets are wonderfully safe in Rinso, too; wash them in moderately hot water (115-130° F). Five minutes in your washer is plenty.



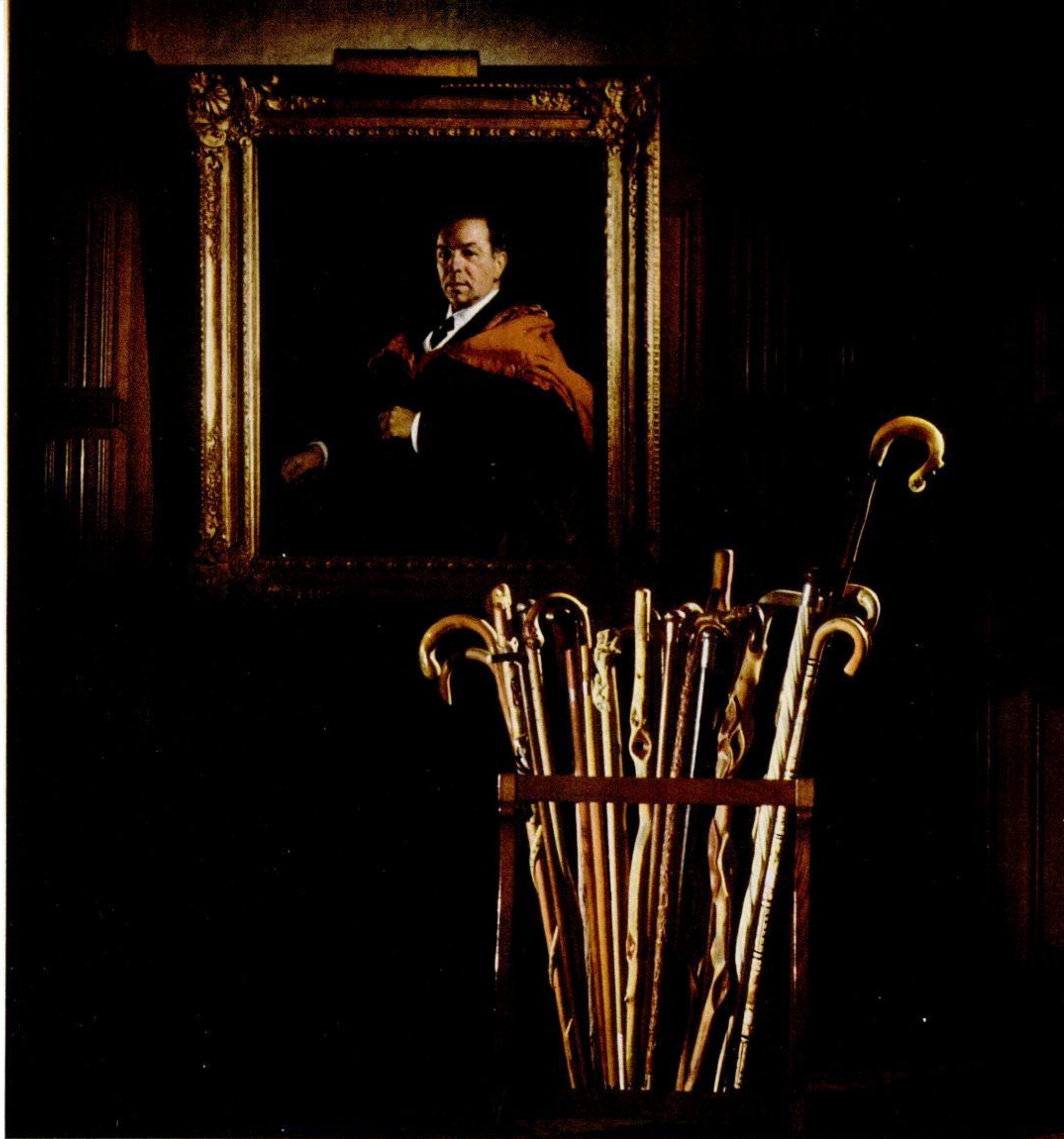
IF YOU DRY your sheets on a line, fold them gently from hem to hem and hang evenly. A little time spent straightening your sheets now will save a lot of folding and ironing time later. If you have a dryer, your sheets will dry best at the high heat setting. Just be very sure not to over-dry them and create unnecessary wrinkles.



YOU'LL FIND washing your sheets with Rinso will save you plenty of ironing time as your sheets will come out soft and easy to iron. Don't iron every bit of every sheet. Just iron the *top quarter*—where the wide hem is. It's all that shows on the bed! The rest of the sheet will feel smooth without ironing—when you use Rinso.



YOU USUALLY PAY about 20% less for Rinso in the economy-size package than for most detergents. Rinso is unconditionally guaranteed to please you, or your money back plus postage. All you need to do is return the guarantee panel from any Rinso package to Lever Brothers Company, 390 Park Avenue, New York 22, N. Y.



KING THE COLLECTOR, in an Orpen portrait hanging in the second floor hall of his Ottawa home, keeps an eye on a few of his many walking sticks,

including a shepherd's crook (*right*) near a twisted narwhal's tusk. An inveterate hoarder, King saved everything from charred woods to bales of Christmas cards.

Statesman's Other Side

CANADA'S LATE MACKENZIE KING IS REVEALED NOW AS A SPIRITUALIST

PHOTOGRAPHED FOR LIFE BY RALPH CRANE

William Lyon Mackenzie King did far more to shape modern Canada than any other man. At his death in 1950, after nearly 22 years as prime minister, the true heritage he left his country was present-day Canada itself: a nation great and prosperous. Not until after he died did Canada realize how much King had done. And not until after he died did Canadians realize how little they knew about Mackenzie King.

King stayed carefully colorless in public. In private, he kept even cabinet colleagues at a distance. Once he lectured an official he thought

was too gregarious: "I've always found I can control people better if I don't see too much of them." Yet King wanted people to know him well after he died. Like his friend Franklin Roosevelt, he had an acute sense of history and a still more acute sense of his own part in it. So he gave most of his million-dollar estate to "the government and people of Canada." He left Laurier House, his Ottawa residence, with its valuable furnishings and a \$225,000 endowment, as a museum and place of study. The 500 acres of his country home at

Kingsmere, 12 miles from Ottawa, was deeded to the adjoining Gatineau National Park.

From this heritage Canadians are already finding some startling facts about Mackenzie King. Visitors to Kingsmere have learned that this shy, stolid bachelor was also a romantic at heart who enjoyed erecting fake "ruins." Even more surprising was the revelation that King, who followed hardheaded political principles to achieve his ends, was an ardent spiritualist who used mediums, the Ouija board and a crystal ball for guidance in his private life.

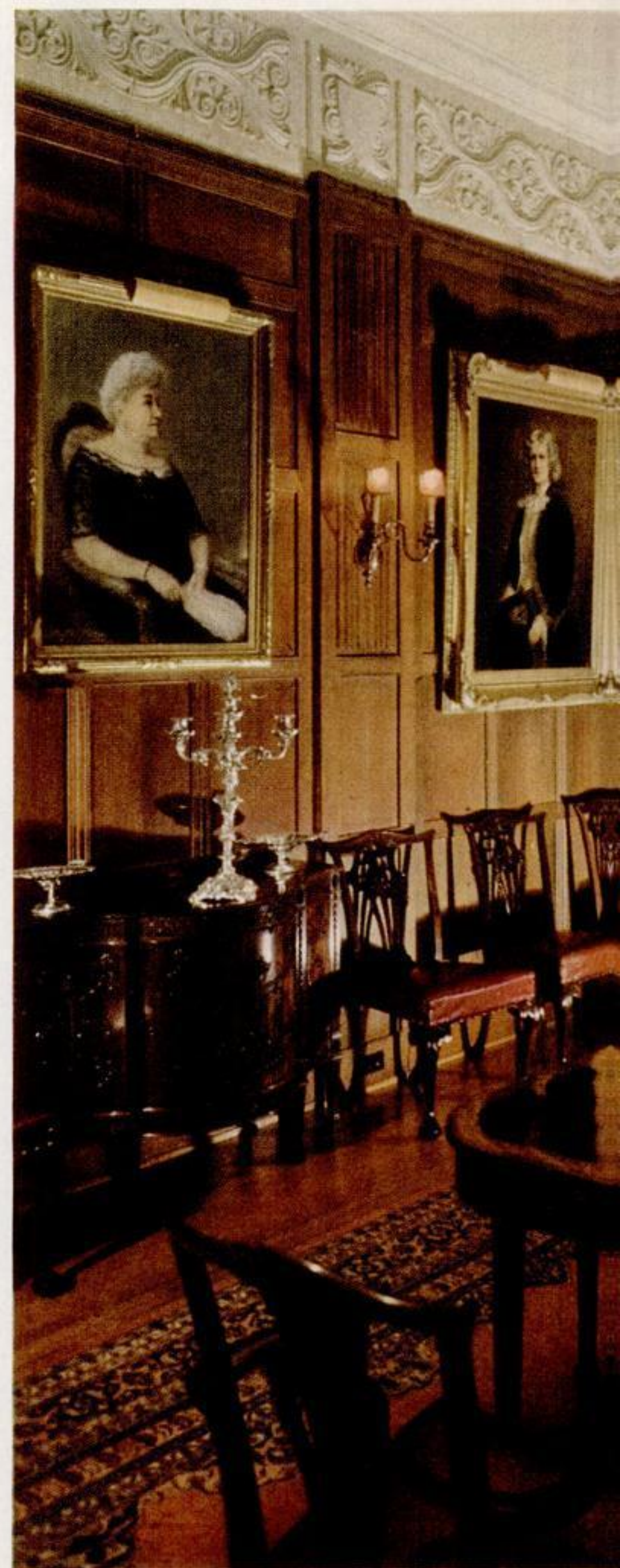
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PAT III, who survived his master, sits in his basket in King's bedroom. An inside dog and pampered pet

during the prime minister's lifetime, Pat III now spends the frigid Ottawa winter in a kennel outdoors.

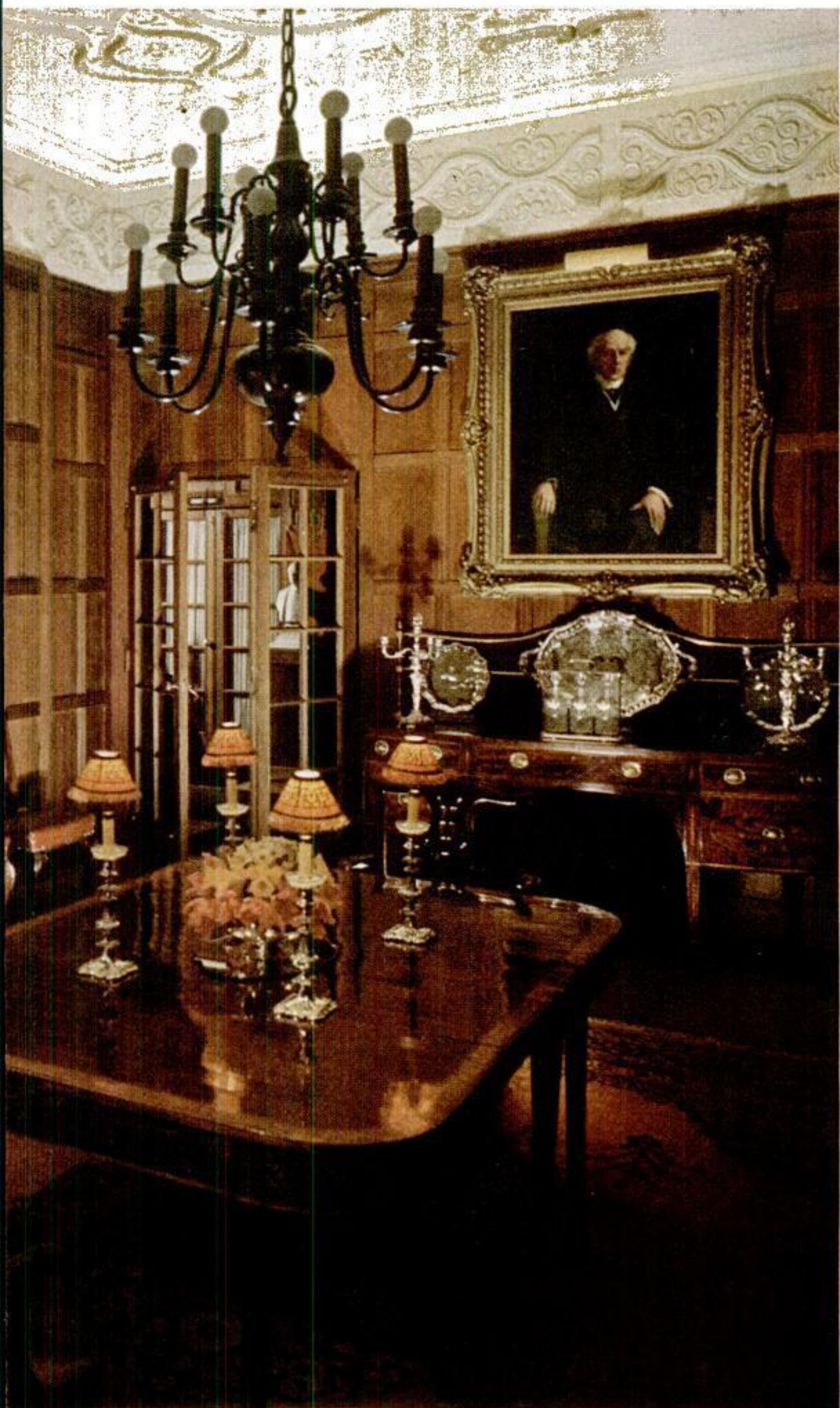
MACKENZIE KING CONTINUED



PORTRAITS in his dining room included Sir Wilfrid Laurier, King's mother and Lady Laurier (left).



PAT I'S MEMORY was kept alive by his last collar and his picture on mantel. Bust is of Louis Pasteur.



LAURIER HOUSE, in Ottawa's substantial Sandy Hill section, now draws thousands of visitors. This is a parochial school class come with its cassocked teacher.



VICTORIAN DRAWING ROOM shows way King always arranged room for a reception, an oval of chairs around stool (in front of hearth) King himself used.

HE IDOLIZED HIS MOTHER, PAMPERED HIS PET DOGS

Even in King's lifetime he made no secret of his devotion to his mother and his dogs. People invited to Laurier House, pictured on these two pages, found that King's desk in his top-floor sanctum stood beside his mother's portrait, which had fresh flowers always by it and a light perpetually burning before it. His dogs, three Irish terriers all named Pat, slept in King's bedroom and were fed from his own hand. "Mr. King," says his longtime servant, "thought more of those dogs than he did of humans." To a friend who sent him condolences on the death of Pat I, King wrote: "He was to me all that a child could be to any parent."

But during King's lifetime only the mediums King used to consult, and a few unofficial associates, knew of his belief that he often talked in the spirit world to his mother, to other relatives, to Sir Wilfrid Laurier (King's mentor and political predecessor), and even to his dog Pat I. But King did not seek out the mediums to receive spirit messages to guide his political destinies. He felt—correctly—that he knew Canadian politics better than any of his associates, living or dead. In his last years, however, he did tell a relative that he had received some occasional advice from the spirit of Franklin Roosevelt, especially on his own retirement from office.



IN LIBRARY on top floor mother's portrait dominated the room. King put it by table desk (far end) so as to see it when he looked up. Researchers now use room.

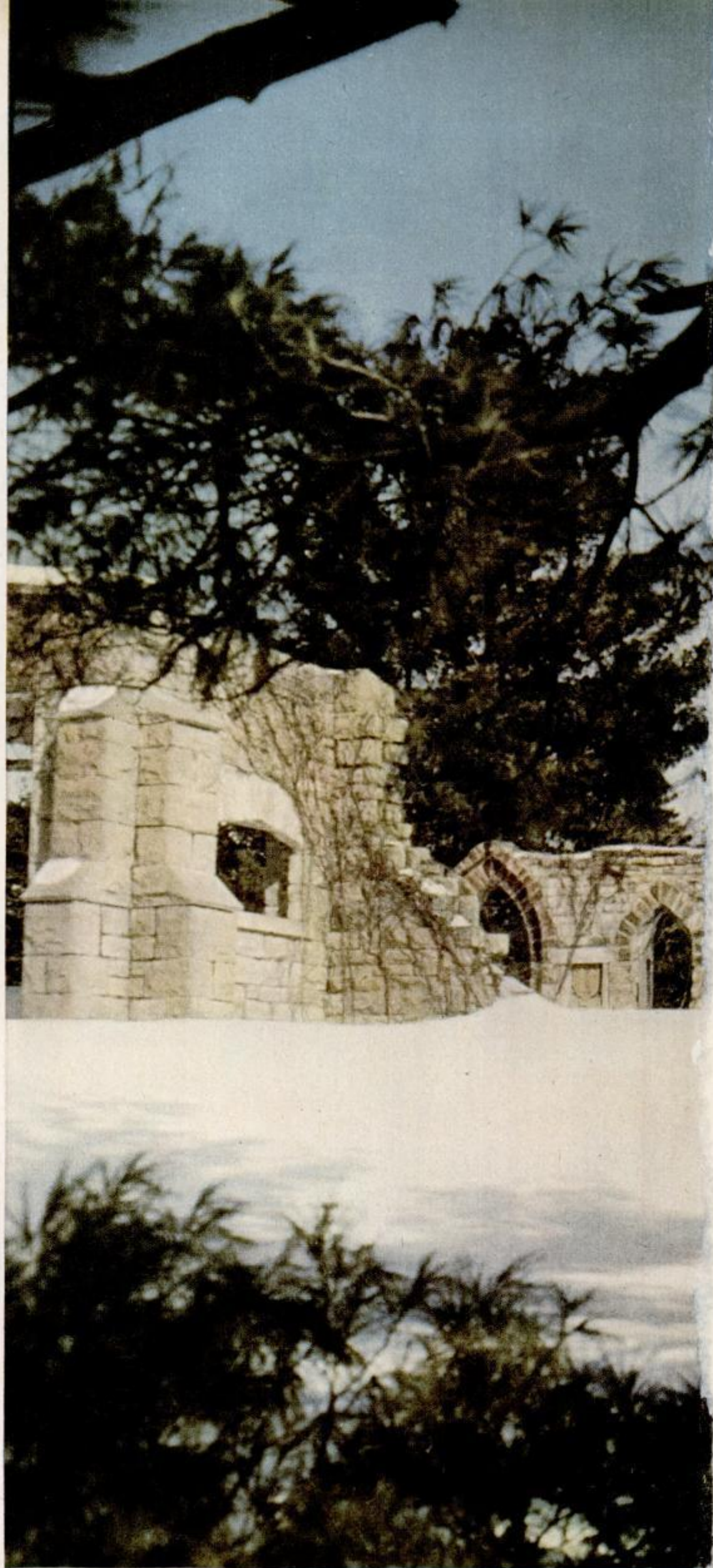
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KING'S RETREAT is flanked by this apple orchard, which he liked looking at from his bedroom (*upper left*), living room (*lower left*) and office (*upper right*).

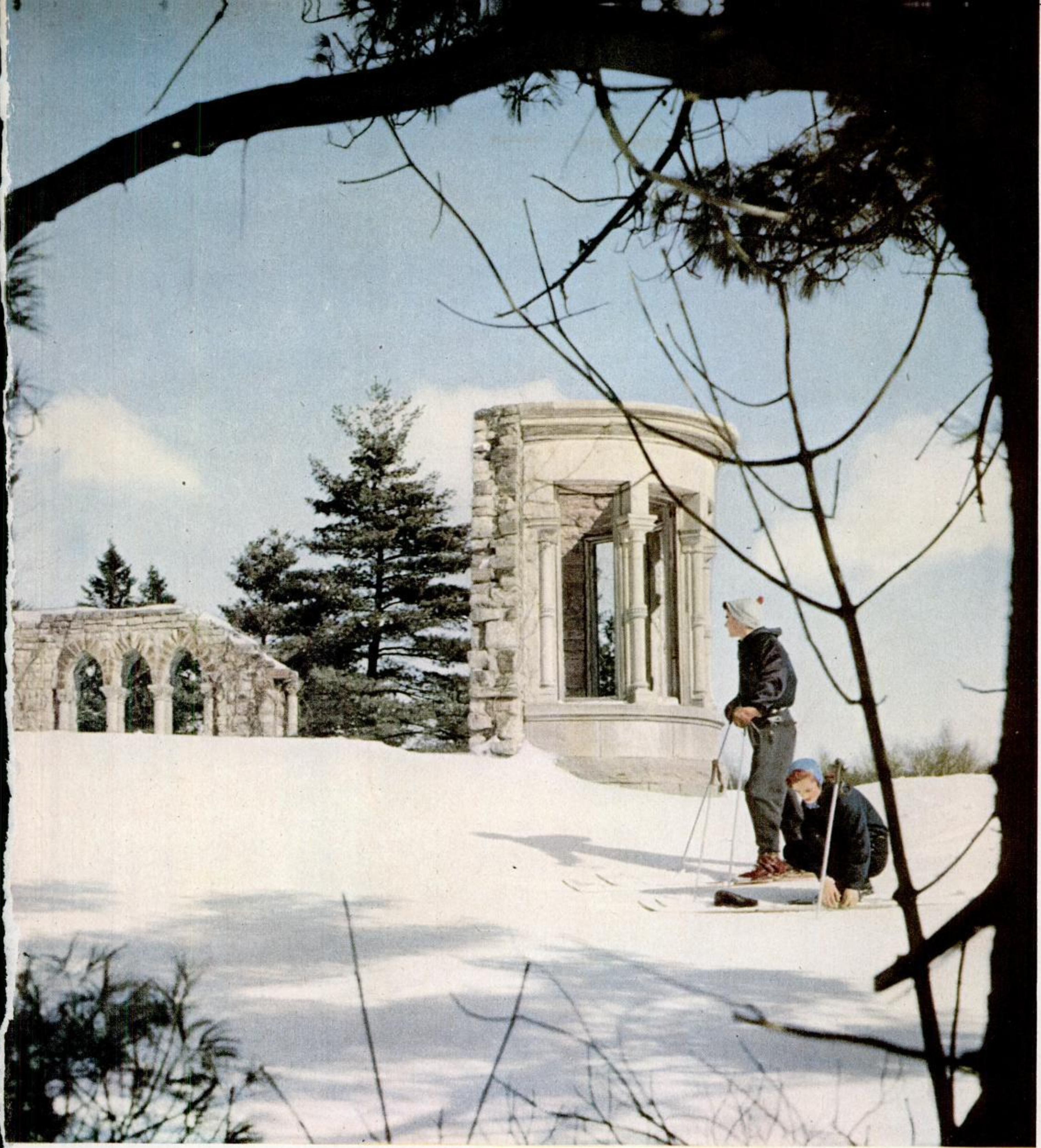


KING'S DEATHBED is identical with the bed he used in Ottawa house. He once slept so well in bed like this at a London hotel that he bought four of them.



FIVE COUNTRY HOUSES SUITED KING'S MOODS

Whenever burdens of the prime ministry pressed hard upon him, King fled to his favorite spot: his estate near Ottawa in the Gatineau Hills of Quebec. King had five houses on the property, and moved from one to another according to his mood. He found "a renewal of strength in this quiet place" by watching his sheep, taking walks and fishing in the lake. When buying tracts of land to enlarge his property, he drove hard bargains with his neighbors, and after he was a near-millionaire refused to give \$10 toward a community project to stock the lake with fish. Even at Kingsmere he worked harder than most men and often kept his staff on duty past midnight. Now that the place is part of a national park, Canadians stroll its rolling acres by summer or ski them by winter.



FAKE "RUINS" attract the skiers, whose trails crisscross Kingsmere all winter. King scattered such "ruins" around his estate by putting bits and pieces of Scottish abbeys, English public buildings and Canadian banks into these massive settings of local stone.

SMALL COTTAGE in a pine wood was King's first home at Kingsmere. His mother shared many vacations here with him, some of them in a tent before the house was built. When he retreated here he permitted few interruptions of his weekend meditations.

CONTINUED ON NEXT PAGE



CRYSTAL BALL was a prized King possession. Close friends say he actually used it and sometimes even urged them to do so. He displayed it in his Laurier House library near a portrait of his mother, and often spoke of its "fascination."

King felt he could not afford to buy the crystal, but was delighted when a rich New Yorker, A. H. Caspary, overheard his regrets in a London shop and bought it for him. King's strong Scotch-Presbyterianism is shown by the Celtic cross.

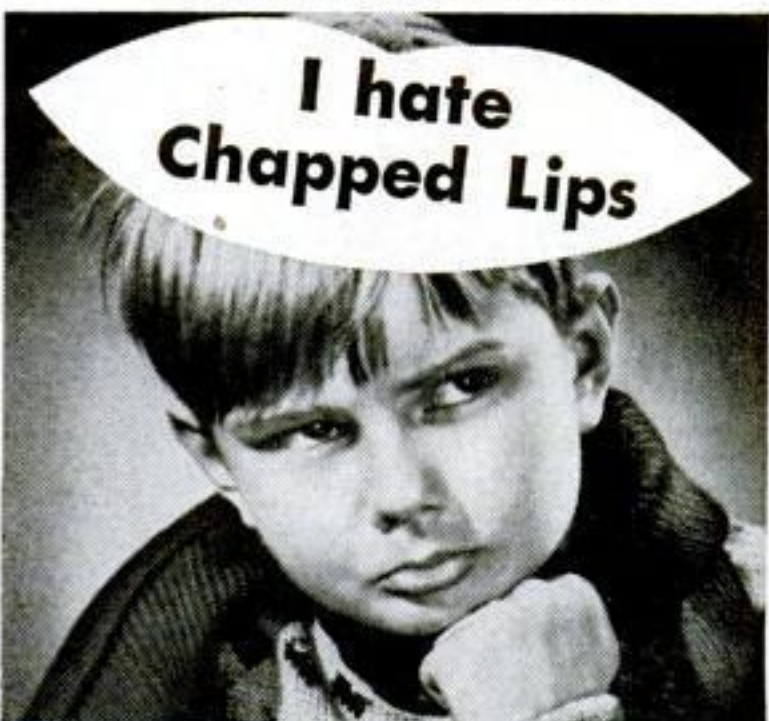


MIRROR in Kingsmere dining room was placed so that King, who seldom had guests in his country retreat, could be company for himself while he ate. Frank Kelly, long King's handyman in the country, who still looks after Kingsmere,

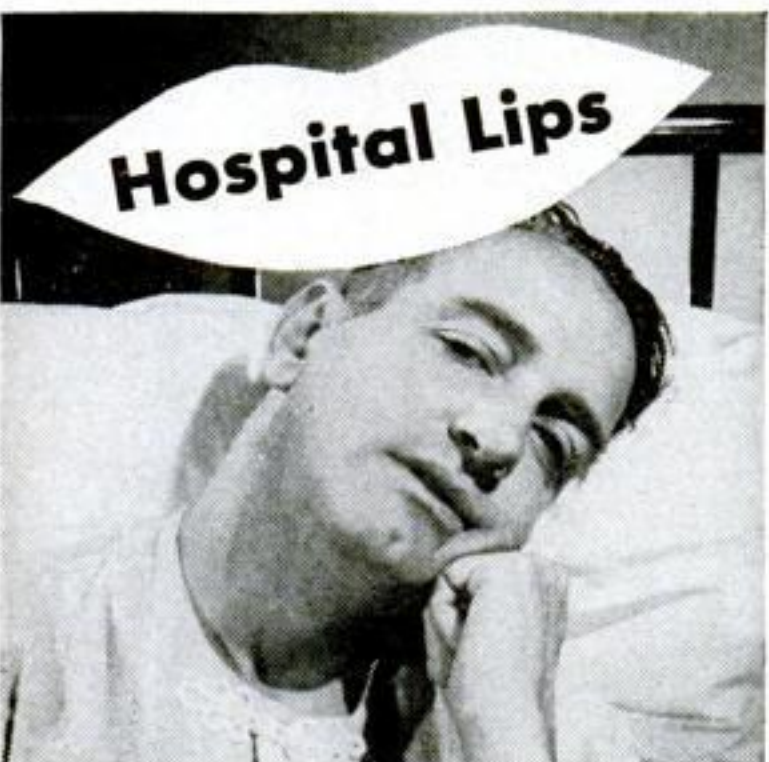
shows how King breakfasted while Kelly's wife Isabel (who was also King's housekeeper) pours his coffee. At breakfast King, a man of strong habit, customarily ate honey from the three beehives he kept on the place and helped tend.



There's nothing like 'CHAP STICK' to comfort cracked, sore lips when change of altitude or climate causes lip discomfort. 'CHAP STICK' keeps lips fit



'CHAP STICK' brings back a smile to children's tender lips when a cold or other illness has made them parched or sore. For every member of the family



'CHAP STICK' brings swift, satisfying relief to the parched, feverish lips of convalescents. Specially medicated, extra soothing. The only antiseptic lip balm

Use 'CHAP STICK' the safe way—the easy way—the better way—to get speedy, more lasting relief from dry, sore lips.

Quickly effective—lasting results. Pocket-size—easy to carry with you and easy to apply. Insist on 'CHAP STICK', the "personalized"* lip balm. Say "no" to substitutes.

* For all hands that work, there's nothing like 'CHAP-ANS'—the man's hand cream.



HONORS AND COOKIES were both cherished by King—the rare Order of Merit, which he was first Canadian to win, and a jar of his gingersnaps.

'BORN HOSTESS' AND RELENTLESS LEADER

In 1947, when President Harry S. Truman was to pay a state visit to Prime Minister Mackenzie King, Stanley Woodward, later U.S. ambassador in Canada, went to Ottawa to arrange the details. King asked Woodward to Laurier House and gave him a formal seven-course luncheon. The final course was homemade gingersnaps. Woodward said that his father loved gingersnaps, in fact hired and fired his cooks on how they made them. King solemnly said: "Gingersnaps would be an ideal test for any cook." When Woodward was leaving, King vanished for a moment, then handed his guest a brown paper parcel, saying, "I want you to take your father some of my gingersnaps."

King's chief aide, J. W. Pickersgill, now secretary to the Canadian cabinet, has rightly observed, "Mr. King didn't need a wife; he was a born hostess himself."

King was also a born driver. He had steel as well as social amenities. Though he was one of the first Canadian politicians to advocate the eight-hour day, he himself worked every day of the year—and expected his staff to do the same. A secretary who served him for seven years spent just one Christmas at home.

By this quiet relentlessness, by devoting himself completely to his career, Mackenzie King gradually developed the Liberals into the strongest political party in Canadian history, built up what may well be the best civil service in any country, brought the French and English-speaking parts of the nation closer and established Canada as a highly respected member of the world community. Like his old friend Franklin D. Roosevelt, King throughout his political life was a highly controversial figure. But no one ever denied his political strength. King picked strong men for his cabinets, let them run their own shows, yet kept them firmly inside his over-all policy.

The driving force in King's life was his mother, whose driving force in turn was her father. William Lyon Mackenzie, a pioneer Canadian patriot, led Canada's abortive rebellion of 1837 against colonial misrule. It was not a war against England, but an inner and parochial revolt against the corrupt local regime, with Mackenzie and his friends demanding responsible government in Canada. When the rebellion lost, Mackenzie had to flee to the U.S. with a price on his head. After 12 years of exile he was pardoned, and brought his family back to Canada, where he was promptly re-elected to parliament.

Since the U.S. had given his family refuge, King was always close to the U.S. As a young man he helped Jane Addams in Chicago's famous Hull House, then studied at Harvard. Later he influenced Americans as diverse as Franklin D. Roosevelt and John D. Rockefeller Jr. In 1940 Roosevelt sought King's advice on the destroyer bases deal with Britain a month before he negotiated the deal with Churchill.

King's early work as a labor specialist caught the Rockefellers' eyes and from 1914 to 1918 he was their labor adviser. King put much of this experience into a ponderous but pioneering book, *Industry and Humanity*. John D. Rockefeller Jr. said that King had a greater influence on him than any man except his own father, and when King retired the younger Rockefeller gave him \$100,000 "with a heart full of

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Little
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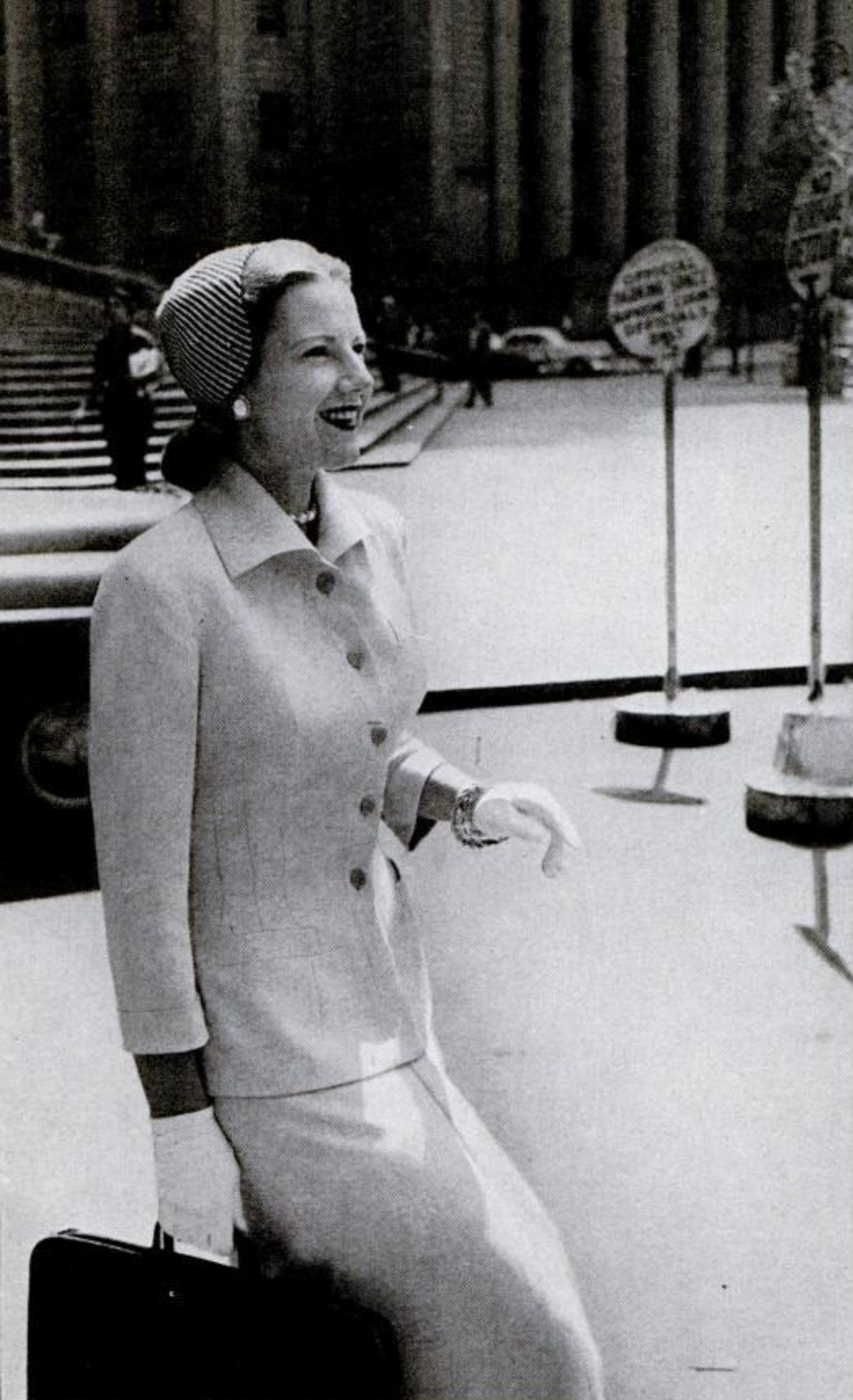


specially
designed for
growing feet

YANKEE SHOEMAKERS, NEWMARKET, N. H.

CONTINUED ON PAGE 118

PRACTICING ATTORNEY June Harbour, shown leaving court house, chooses Sacony suit with softly rolled collar. Suit can be dressed up for Easter, toned down for week-ends Miss Harbour spends on Long Island.



Sacony makes your Easter suit

**BUT LIFE JUST BEGINS AT EASTER FOR THIS
\$25 SUIT OF YEAR-ROUND PALM BEACH* CLOTH**

Many a high-priced Easter suit now hopefully being displayed in the stores will end up on the markdown rack rather than in the Easter parade. The reason is, simply, that a company named Sacony (rhymes with Maloney) is creating a fantastic demand for a suit made to sell at the democratically low price of \$25. Moreover, unlike the traditional Easter suit, these don't retire among the moth balls with the first warm day, but can be worn coolly and comfortably all summer long. Sacony makes these suits in famous Palm Beach cloth, a twentieth century

miracle-merger of rayon, acetate and wool that rejects wrinkles, can be washed as well as dry cleaned, wears practically forever. The suits have real *suit* tailoring (remarkable at the price) and the kind of understated simplicity that appeals to women who know good clothes. There are ten styles; ten colors. And also, there are four separate size ranges (misses, petite, junior and half-size women) which eliminates the need for expensive alterations. Write Sacony, College Point 56, Long Island, New York for the names of stores where these suits can be purchased.

*Palm Beach trademark registered by Goodall-Sanford, Inc.



← **ATTRACTIVE BANK EMPLOYEE** Mary Hamilton is Chairman of the Woman's Committee New York Chapter American Institute of Banking. She wears Sacony dress-maker suit with easy waist, curved lapels.

TALENTED YOUNG television producer, Phyllis Adams, likes clothes that are simple, non-temperamental, comfortable to move around in. Her Sacony suit is classic two-button model, beautifully cut and tailored.

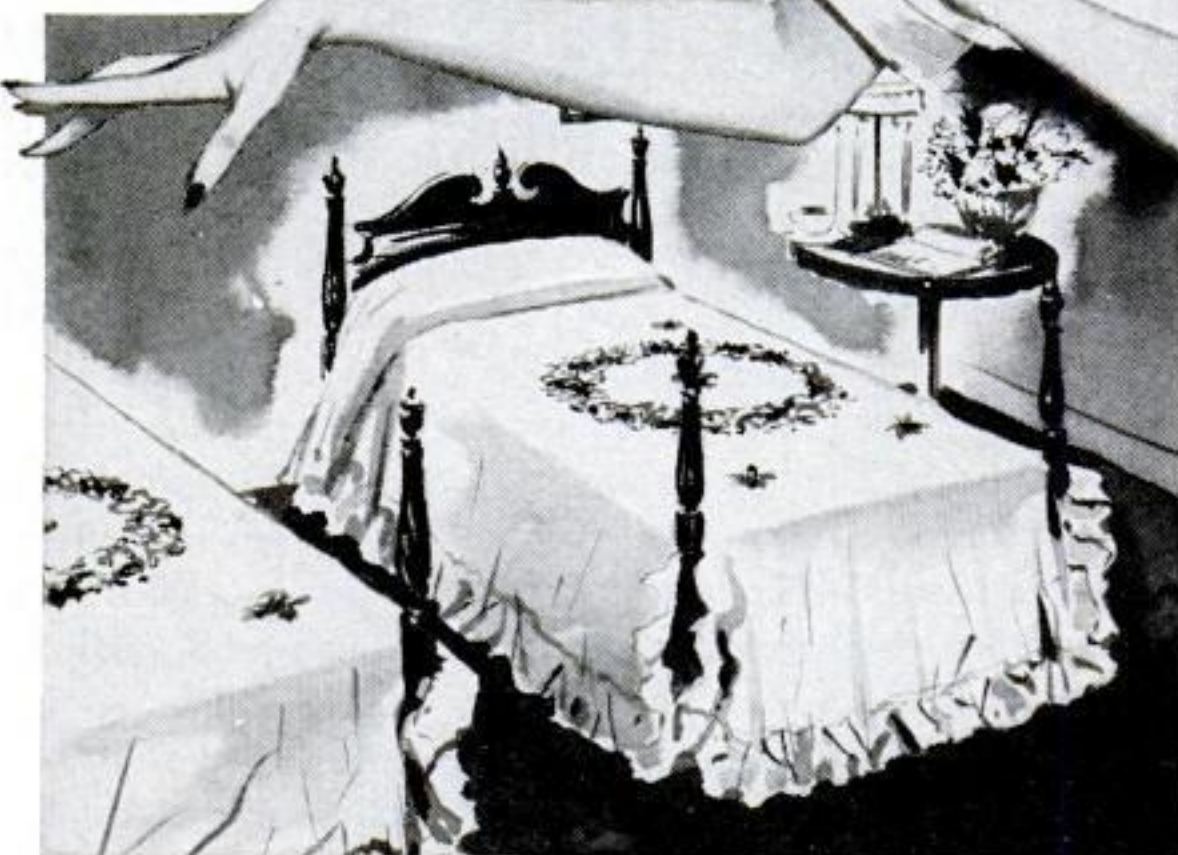
ADVERTISEMENT: copyrighted by Sacony

CABIN CRAFTS' **Needletuft®**

magic

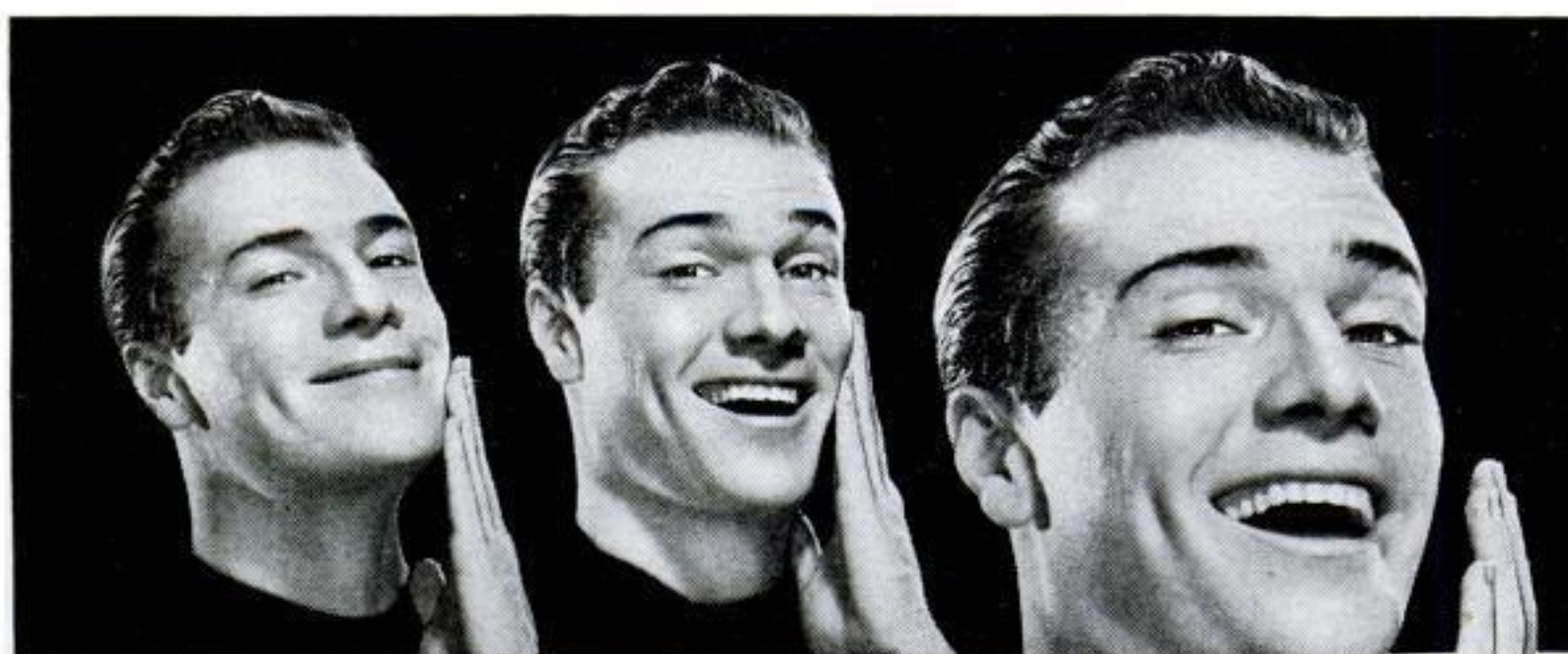
*Sheer wizardry . . . the way
Cabin Crafts' fine
Needletuft bedspreads
redecorate, rejuvenate
bedrooms!
Smart, long-wearing,
washing-machine washable!
From about \$10.*

Cabin Crafts, Inc., Dalton, Ga.
Needletuft® Textiles



Makers of fine washable textiles for the home for over 20 years

Cooling, Refreshing Palmolive After-Shave Lotion Soothes Your Face from Shave to Shave!



REFRESHES AND INVIGORATES! Your face feels extra cool and clean the moment you use Palmolive After-Shave Lotion! Takes the sting out of the closest shave—helps prevent infection of tiny nicks and cuts.

SOOTHES FROM SHAVE TO SHAVE! Tests prove that Palmolive After-Shave's emollient ingredient penetrates outer skin surface to help keep your face feeling comfortable and soothed till your next shave—24 hours later!

IT'S A GREAT UNDERARM DEODORANT, TOO! Here's the ideal combination for a man's deodorant. One: Bracing, outdoor aroma. Two: A special ingredient to destroy bacteria that cause odor. Try it—tomorrow!

Cools in Seconds . . . Soothes for Hours!



BIG
5-OZ. SIZE
59¢
also deluxe
\$1.00 SIZE
all plus federal
tax

MACKENZIE KING CONTINUED

admiration . . . and affection." King's official biography is now being prepared at Laurier House, financed by Rockefeller funds. A lively unofficial biography, *The Incredible Canadian* by Bruce Hutchison, was published in the U.S. in February (Longmans Green, \$5).

Though King brought Canada close to the U.S., he was first and foremost a Canadian nationalist. He wanted Canada to stay within the loose bonds of the British Commonwealth but missed no chance to make his country fully independent. In 1922 he asserted Canada's right to stay out of a British war by refusing to back London in its challenge to Turkey—a refusal which helped bring about the downfall of the Lloyd George regime. In 1926 he cut the actual power of the king's representative in Canada virtually to nothing. In later Commonwealth Conferences, King established Canada's right to be sovereign. In 1937, just a century after his grandfather's abortive rebellion against the British Crown, King brought the wheel to a triumphant circle by sitting, as the prime minister of a self-governing nation, within a few feet of George VI while he was crowned.

King was a master of indirection. Once, strolling with a friend on the bank of the Ottawa River where it winds through the capital, he described his methods. Waving at a church spire in the middle distance, King said, "If I try to reach that point directly, I shall drown. I must follow the curves of the bank and ultimately I shall get there, though I may seem to be going somewhere else." By navigating the bends, King became Canada's most successful statesman.

Through his 50 years in public life King kept a voluminous and very frank diary. He left this to his literary executors, with orders to destroy it except for the parts he designated for publication. Since many passages use unvarnished terms about King's surviving associates and the events of the near past with which he dealt, the executors have handled it like the dynamite it is. No outsider, not even a confidential stenographer, has been allowed to examine the diary in the original volumes, which are kept in a safe at Laurier House. Two of King's aides, Fred McGregor and Edouard Handy, are reading the less explosive parts into Dictaphones, for typists to transcribe. After this task is finished, the diary itself will probably be destroyed.

No member of the Canadian cabinet is among King's executors, but the previous and present secretaries of the cabinet both are. Points often come up for which King's diary provides a helpful guide. Then the cabinet secretary says quietly, "I'll read the diary and report to you." The ministers glance a little uneasily at each other, realizing that the secretary knows all that King wrote about each one of them—a last, ironic heritage of that strange statesman, Mackenzie King.

—SAM WELLES



DICTATING FROM THE DIARY King left, his former secretary, Edouard Handy, reads nonsecret passages into machine by bust of old chief. King recorded material in handwriting so small Handy has to use magnifying glass.



"Trailer Camp Friendships," by Douglass Crockwell. Number 79 in the series "Home Life in America"

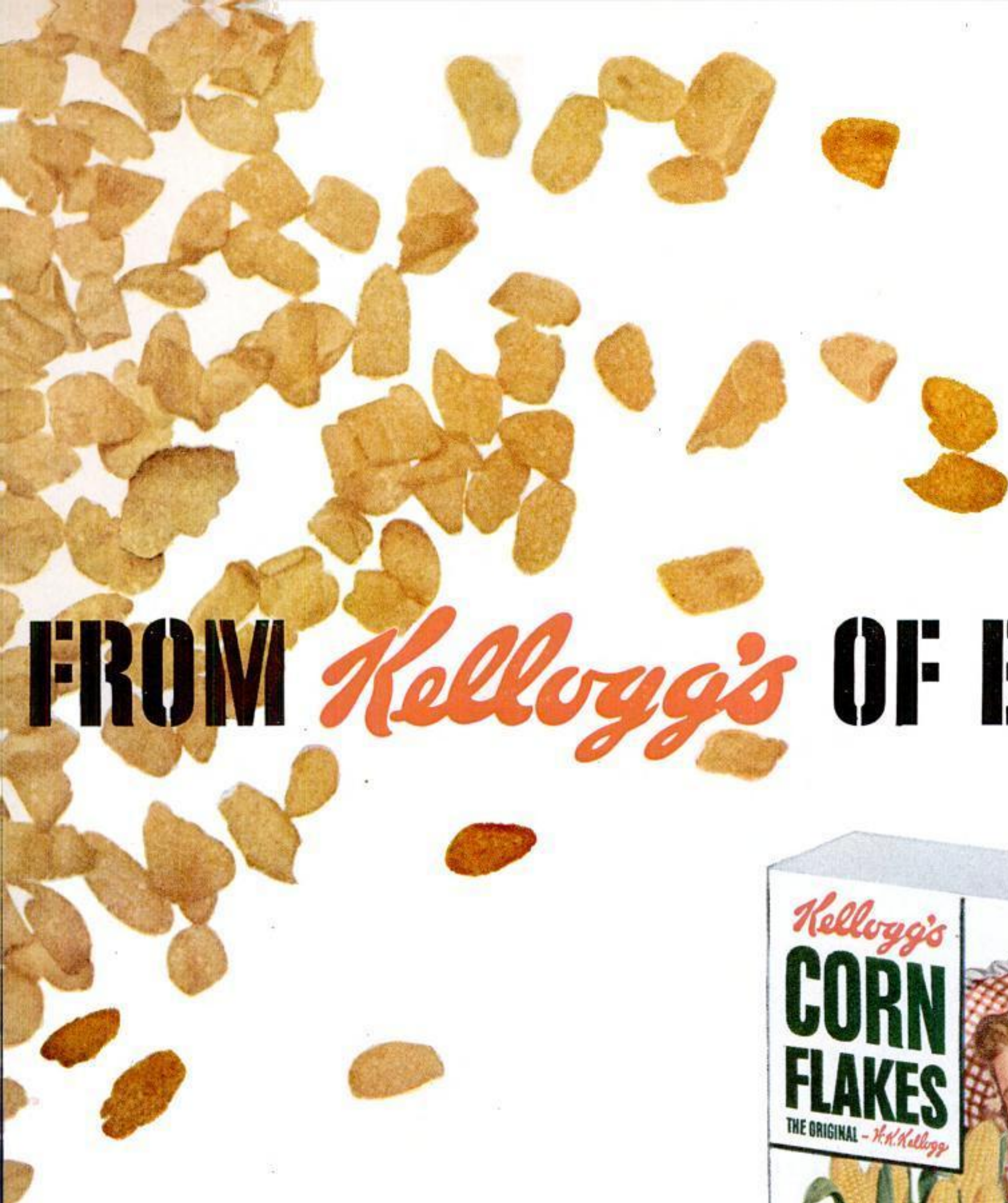
In this friendly, freedom-loving land of ours—Beer belongs... enjoy it!

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Sponsored by the United States Brewers Foundation... Chartered 1862



FRESH





FROM *Kellogg's* OF BATTLE CREEK*



—the crisp, crisp flakes with the deep, deep flavor

They come rustling out of the box so crisp and fresh you can almost catch the piping hot aroma drifting from our oven doors. And the first spoonful tells you here is the flavor no other corn flakes can give you. Here is the flavor created by W. K. Kellogg's still-secret recipe — the friendly flavor that invites you back again and again.

*To make sure that all the people around the world who like Kellogg's cereals so well get them oven-fresh, we have Kellogg plants not only in Battle Creek, Michigan, but in San Leandro,

California; Omaha, Nebraska; London, Ontario, Canada; and such far-away places as Manchester, England; Sydney, Australia; Springs, Transvaal, South Africa; and Queretaro, Mexico.

So, you see, you're never far from those Kellogg's Flavor Kitchens where tomorrow's breakfasts of Kellogg's Corn Flakes are being slow baked to the rich, golden crispness you like so well.

More people will enjoy Kellogg's Corn Flakes for breakfast tomorrow than any other ready-to-eat cereal in the world. Is it time yet for *your* breakfast?



Here's how our cameras caught Guy Madison (Wild Bill) and Andy Devine (Jingles), stars of Kellogg's "Wild Bill Hickok" TV and radio shows, at Kellogg's new fresh-for-the-West plant in San Leandro, California.

Sit right where you are — and eye it!



THAT NEW LONG, LOW LOOK CATCHES YOUR EYE...



... SO DOES THE UNIFIED BUMPER-GRILLE.



YOU OPEN THE NEW 2-STOP SAFETY-DOOR...



SEE GLOWING RICHNESS EVERYWHERE.



NOTICE THE WIDE ONE-PIECE REAR WINDOW



FEEL THE GREATEST MERCURY ACTION YET.

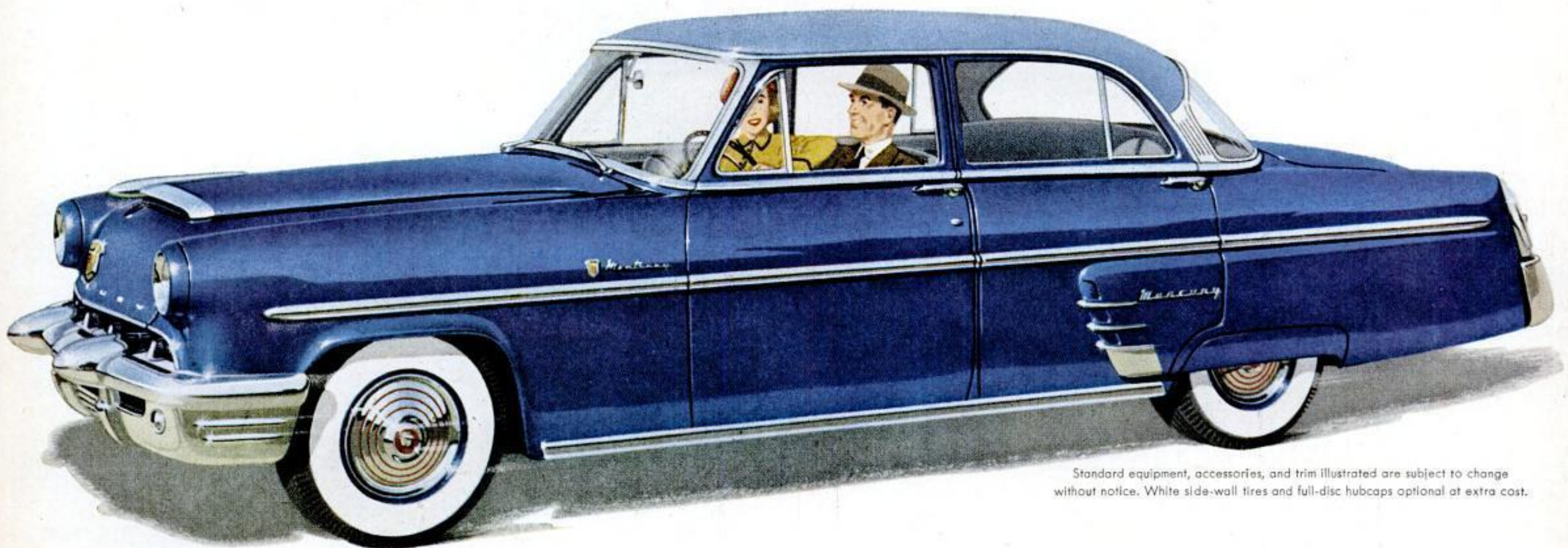


AND REMEMBER MERCURY IS FAMOUS FOR ECONOMY...



... SO PICK YOUR FAVORITE COLOR NOW.

Then—sit behind the wheel and try it—on the road!



Standard equipment, accessories, and trim illustrated are subject to change without notice. White side-wall tires and full-disc hubcaps optional at extra cost.

WE'VE tried to drive a new 1953 Mercury right onto this page... so you can see it close up, from almost every angle, as if you were next to it or even inside.

For we want you to sense the new action and performance in Mercury's mighty V-8. We want you to see how Unified Design makes Mercury look longer and lower... how every inch is designed to work for you... how it is further ahead than ever in styling. We want to give you as many facts as possible about the greatest, liveliest car we've ever built.

But we can only hint at the dazzling new body colors and the rich new interiors... more brilliant than any we've ever presented. We can only remind you that pound for pound Mercury (with optional overdrive) has twice beaten all comers for economy. And we can only *hope* that you've enjoyed this arm-chair demonstration enough to see your Mercury dealer for *all* the facts—and a ride you'll remember. Then you'll go for the *greatest Mercury yet* for sure.

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GET THE FACTS —
AND YOU'LL GO FOR
THE NEW 1953

MERCURY

*Symbolizing the Progress of
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"50 Years Forward on the American Road"*





DOWNCAST "APACHE" Cal Munn started as a Mohawk, was "converted" by mistake of barber.

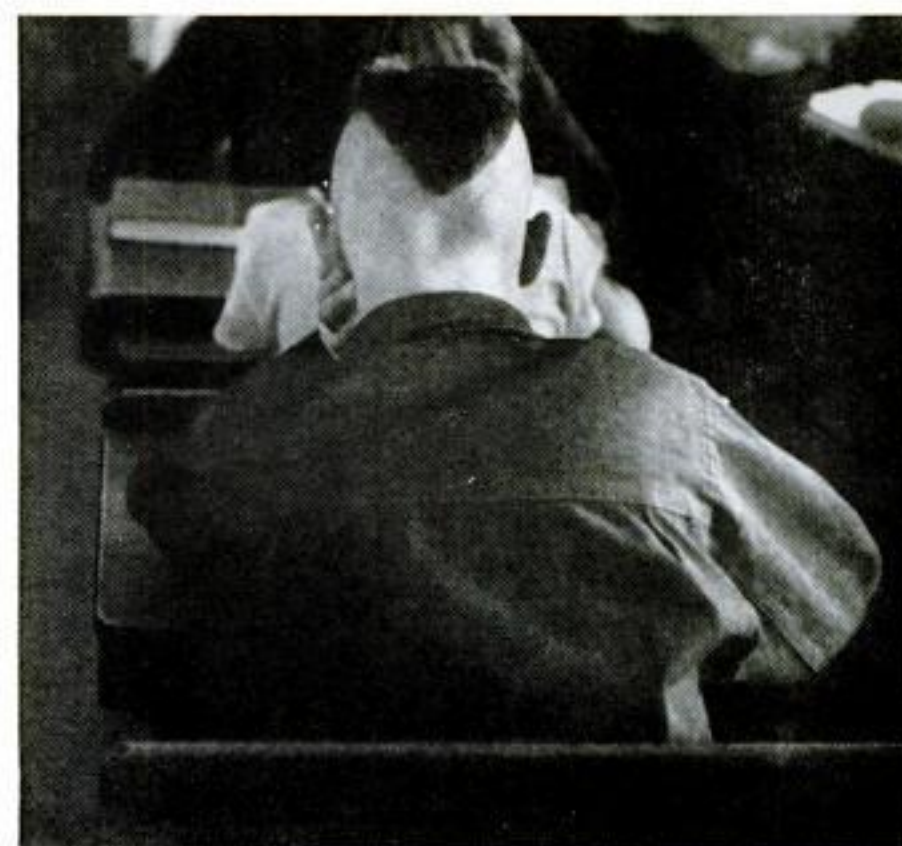
TOPPING TIME IN IDAHO

With the spring a new crop of haircuts comes up in Pocatello

The inexorable urgings of springtime, having brought out the azaleas in Georgia and caused the sap to run in Vermont, were leaving a soulful mark on the youth of Pocatello, Idaho last week. One of the high school's boys—no one seems willing to admit just who—turned up one day with a highly unorthodox haircut. In no time half the boys at Pocatello High were appearing in haircuts described as "Bogey,"

"Princeton" and "Indian" with the last-named having "Mohawk," "Apache," "Comanche" and "Cherokee" variations. Even the girls reacted to spring, loyally getting hairdos to match their boyfriends'.

All this was renewed evidence for Pocatello that spring is the season when parents, to survive at all, must close their eyes to their offspring or keep a steady grip on their reactions.



REAR VIEW APACHE worn by Dennis Jones shows sharp point where strips from other side meet.

RC makes you feel like NEW!

RC is best by taste-test too!

Enjoy a frothy RC today!

DRINK ROYAL CROWN COLA
BEST BY TASTE-TEST

Guaranteed by Good Housekeeping

Beautiful Gifts From Abroad
Direct By Mail Only \$2 ea.

From Denmark, Holland, Spain, India, Italy, France — wherever our treasure hunters find a rare and exquisite bargain—come fabulous gifts for our club members. American dollars obtain tremendous values abroad, gifts worth \$3 to \$5 for only \$2 each. Mailed direct to your home from overseas, duty free, and postage paid. Every package contains the fascinating story of the origin and significance of the article you receive. And an EXTRA GIFT FROM ABROAD awaits you if you join now! Send at once for FREE illustrated brochure, or enclose \$6.00 for 3 months' trial membership. Satisfaction guaranteed!

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PHILLIPS'
MILK OF MAGNESIA
For Gentle, Effective Relief
AN IDEAL ANTACID-LAXATIVE

Skin Sufferers

Very first use of soothing cooling, liquid D.D.D. Prescription positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing—other itch troubles. Greaseless, stainless. 43¢ trial bottle must satisfy or money back. Ask your druggist for **D.D.D. PRESCRIPTION**.

Don't Get Left... GET RY-KRISP!

Make Your Bread RY-KRISP!



Famous Reducing Plan on every package

Filling, far more hunger-satisfying than soft, quickly eaten breads. Whole-grain-rich in proteins, minerals and B-vitamins. Delicious!

COMPARE THE CALORIES:

Ry-Krisp, 1 double-square wafer....	21
Bread, 1 slice	63
Plain roll or bun	118
Biscuit or muffin.....	129

Idaho Topping CONTINUED

A CHAP WITH A CHEROKEE

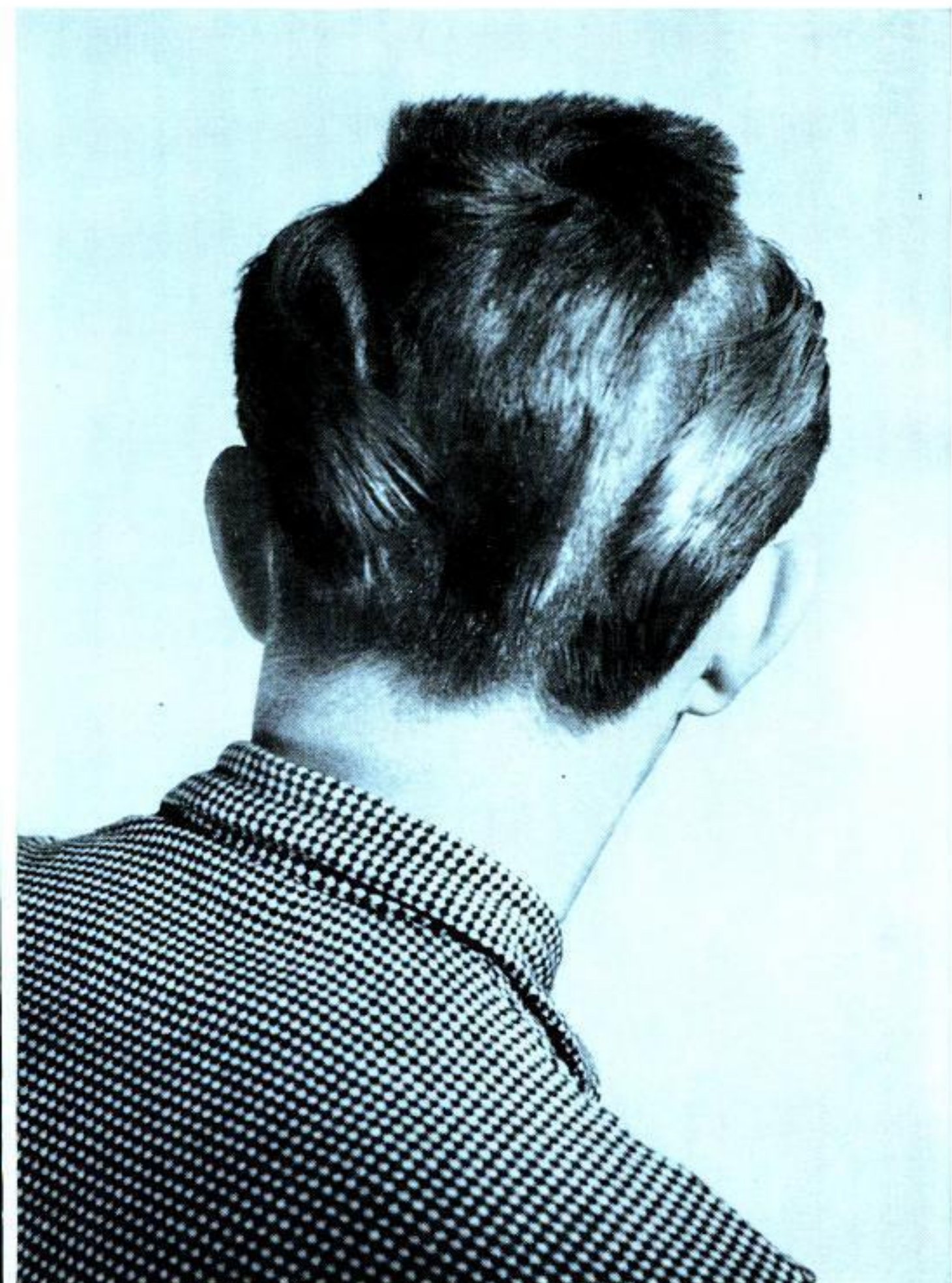


TUFTED TOP is distinguishing mark of Paul Garner's Cherokee haircut. This style calls for unclipped strips at the sides, separated by wide swaths.

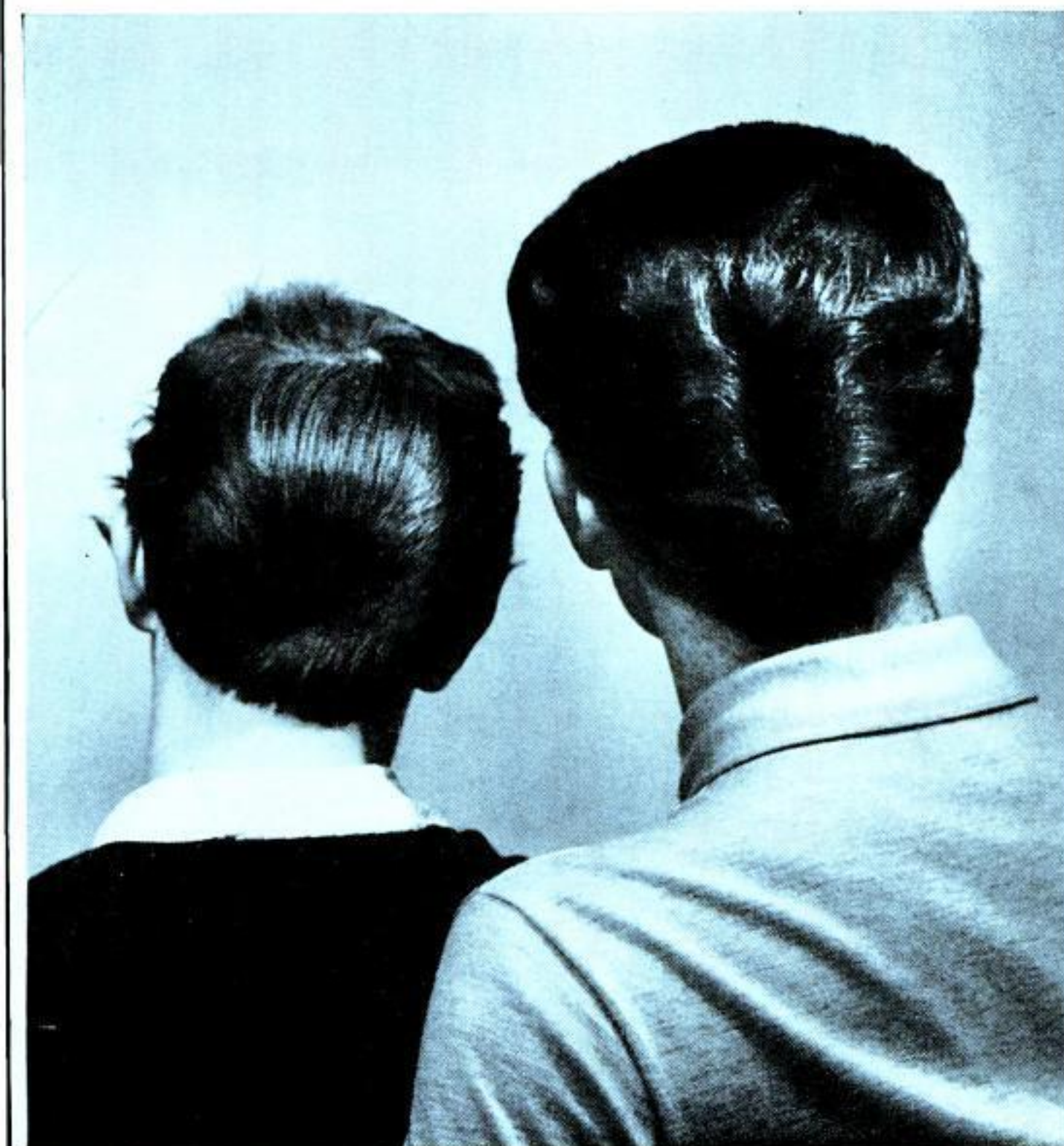
A PAIR OF 'HEADY STEADIES'



TWO OF A KIND are Bud Clays, with Princeton style cut, and his "heady steady," Sue Spangler, who, as sign of friendship, wear same type haircut.



THE OTHER SIDE shows continuation of shaved strips almost to neckline. A close variation, the Comanche, has three narrow, almost even bands of hair.



SAME TWO BEHIND reveal "duck tail" influence on hairdos. Correctly, girl bows to boyfriend's choice of cut, then two are sheared simultaneously.

CONTINUED ON NEXT PAGE

Corinne Calvet danced 32 miles in
MOJUD[®]
 "MAGIC-MOTION" sheer stockings



CORINNE CALVET

Hal Wallis Player
 starring in

"THUNDER IN THE EAST"

a Paramount picture

Dress by Rappi

In one dance sequence, dynamic Corinne Calvet gave her Mojud stockings more wear than *you* might in months! And they came through with nary a wrinkle or run!

Corinne Calvet chooses Mojuds. The reason? Magic-Motion—Mojud's exclusive knitting process that puts extra "give" and spring-back right in the knit. That's why Mojud stockings wear so well—why they fit Corinne Calvet's glamorous legs (and yours!) so beautifully! You'll love them, too!

stockings by **MOJUD[®]**

Remember, there's lovely Lingerie by Mojud, too. At fine stores everywhere. For nearest dealer write Mojud Hosiery Co., Inc., 385 Fifth Ave., New York 16, New York. © 1953.

Man, Oh Man- WHAT A BUY!



Regularly
59¢ each



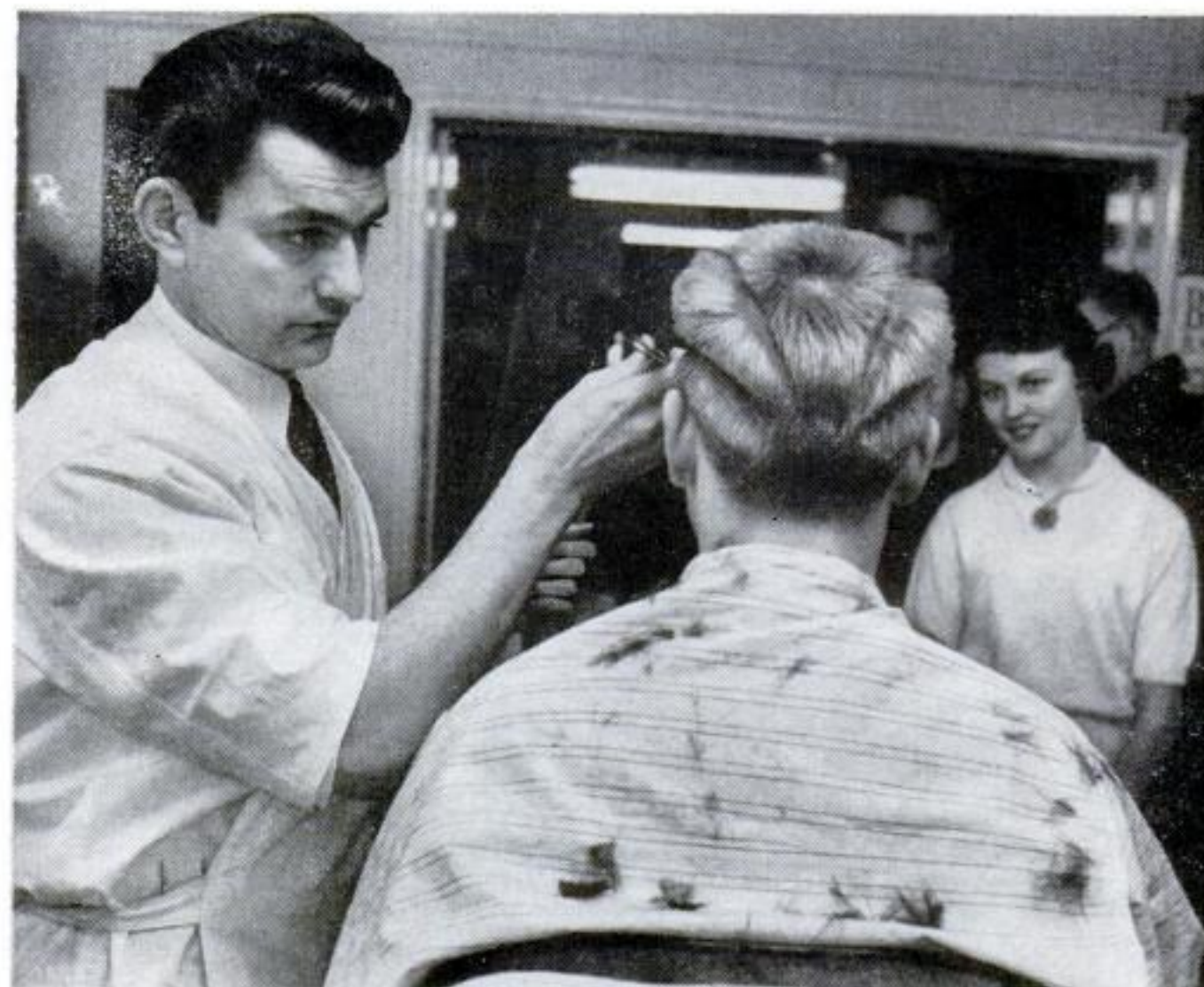
SEAFORTH REFRESHING SHAVE LOTION gives your face a zing! a zip! a lift! Brisk with that "Come-Heather" aroma that women like on men . . . ummm-huh! Cools, refreshes. Helps heal razor nicks. Try it! Buy it now at a saving!



SEAFORTH STAVO SPRAY DEODORANT made especially for men! Fast-acting. A spray a day keeps odor away! Contains amazing CHLOROTEX for longer-lasting, surer protection against under-arm perspiration and odor. In bright red squeeze bottle.

LIMITED TIME...GET YOURS NOW

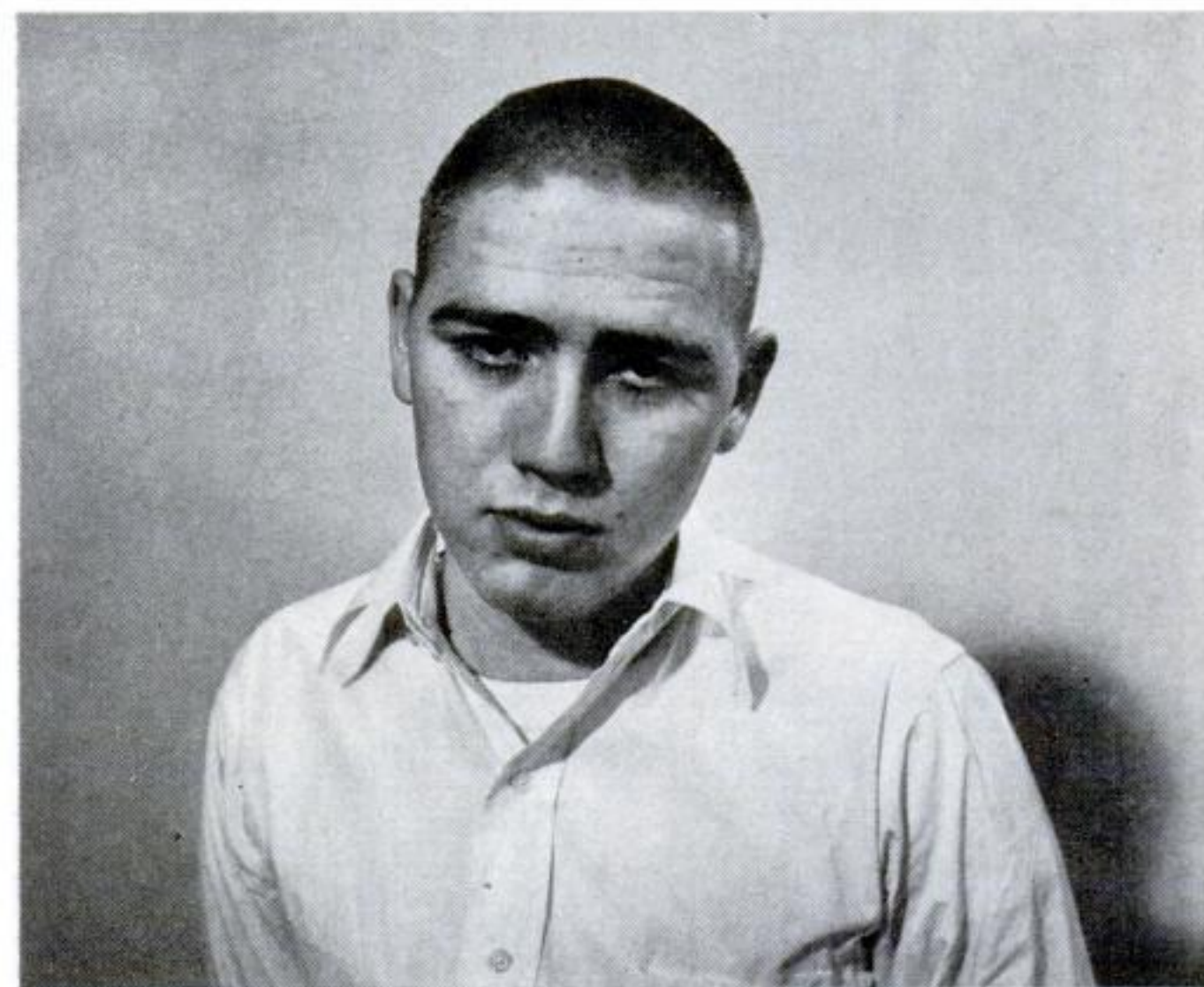
Idaho Topping CONTINUED



THE START of Apache cut puts long dents across top and sides of Darrell Rasmussen's hair. By now this operation is routine for Barber Pete Contos.



THE MIDDLE of Darrell's scalp is laid bare, leaving only widely separated hedgerows along the sides. Amused, Darrell laughs for classmates' benefit.



THE END came for Darrell when his girl friend saw him and screamed. He promptly went home, shaved off Apache tufts, and next day appeared like this.

Sure gems of wisdom

The value of words is measured by their meaning. And to those who appreciate whiskey at its finest, the wisest words in the language are: "Say Seagram's 7 Crown and be SURE!"



SEAGRAM'S 7 CROWN. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK



Atlanta, Ga.: "We have tried other sets and there is nothing so real and lifelike as Sylvania with HaloLight."
Mrs. W. L. Hughes



Waltham, Mass.: "With HaloLight you get fine expression on a person's face—and the picture is very clear and sharp."
John J. McDermott



Davenport, Iowa: "Our Sylvania with HaloLight gives me many pleasant hours of TV viewing. The best set money can buy."
Mrs. W. C. Knoop



Providence, R. I.: "We proved to ourselves that Sylvania with HaloLight has the clearest picture of all sets."
Mrs. Grace L. Gates



York, Pa.: "Very well satisfied with my Sylvania. Especially like the HaloLight feature and get very good reception."
Jack Silverman



Rock Island, Ill.: "HaloLight is easier on the eyes and reception clearer than other sets. Congratulations to Sylvania."
Mrs. Sidney Deutsch



Minneapolis, Minn.: "My Sylvania with HaloLight gives me better performance and eye-comfort than any set I've seen."
A. W. Giesen



Syracuse, N. Y.: "HaloLight makes bright clear pictures, day or night. Sylvania is a marvelous television set."
John Luczak



Berkeley, Calif.: "Excellent, bright picture. We think Sylvania with HaloLight is in a class by itself."
Mrs. Louis H. Bauer

"PROVED BEST!" say Happy Owners

SYLVANIA TV

with

HALOLIGHT*

THE FRAME OF LIGHT THAT'S KINDER TO YOUR EYES

Now your family, too, can enjoy true "Eye Comfort" television

Want a clue to your best buy in finest quality television? Read the voluntary statements of actual Sylvania owners printed on this page. They are typical of thousands who are happy with Sylvania TV and its exclusive feature, HALOLIGHT.

Here's proof that Sylvania with HALOLIGHT brings you wonderful viewing comfort and pleasure. The new 1953 Sylvania TV provides MORE picture beauty, MORE power and MORE years of richly satisfying performance than ever before in television.

This year Sylvania presents a thrilling variety of cabinet styles and finishes—in 17", 21" and 27" screen sizes. Be sure to see them before you buy any television. Sylvania Television is priced as low as \$199.95.† Visit your nearest Sylvania Dealer today.

†Slightly higher West and South; includes Federal Excise Tax and Warranty

ALL-CHANNEL
UHF-VHF RECEPTION

available in all 1953 Sylvania Models

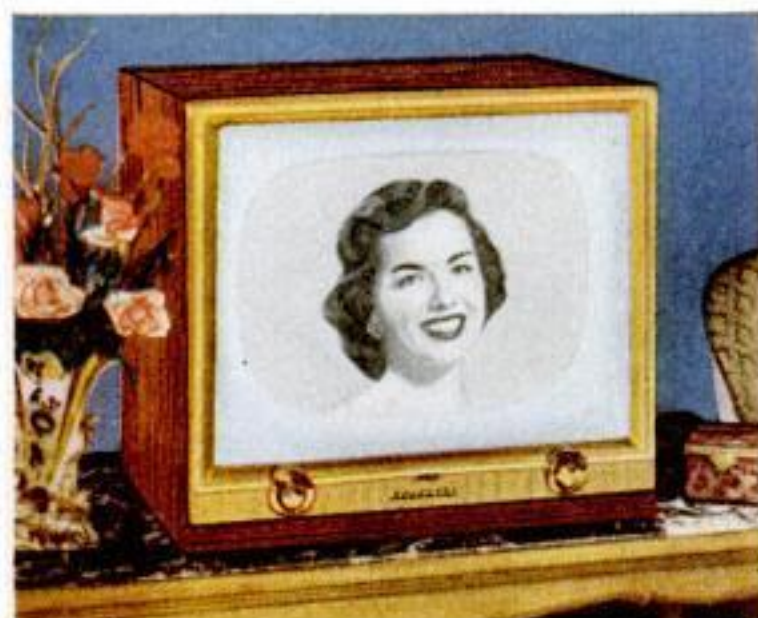


SYLVANIA TELEVISION



The HUNTINGTON—21" Console with HALOLIGHT. Sylvania's famous Stratopower Chassis in a luxurious Blonde cabinet. A superb television instrument for your home. Also in Mahogany Veneer.

The ARLINGTON—21" Table Model with HALOLIGHT. A powerful Movie-Clear* receiver in smartly styled cabinet of Mahogany Veneer. Also in Blonde.



The MONTCLAIR—Magnificent 21" Console with Mahogany inlay—panel doors. A furniture masterpiece with HALOLIGHT and the powerful Stratopower Chassis for finest Movie-Clear* television.

*Sylvania Trademark

Television Sets; Radios; Radio Tubes; Television Picture Tubes; Electronic Products; Electronic Test Equipment; Fluorescent Lamps, Fixtures, Sign Tubing, Wiring Devices, Light Bulbs; Photolamps. Sylvania Electric Products Inc., Radio and Television Division, 254 Rano Street, Buffalo 7, N. Y. See SYLVANIA'S BEAT THE CLOCK on CBS-TV—Hear THE SHADOW on MUTUAL every Sunday.



West Springfield, Mass.: "HaloLight's picture is so clear and distinct I'd never be without a Sylvania again."
Mrs. M. MacQuiston



Everett, Wash.: "I'm sold on Sylvania's HaloLight. It gives us a perfect picture and is so restful on our eyes."
Elmer W. Root



Oakland, Calif.: "People have to see Sylvania's HaloLight to realize what a big difference it makes in eye-comfort."
Mrs. Yvonne Berg



Churchville, N. Y.: "HaloLight's sharp picture sold us on Sylvania television. It's so soothing to the eyes."
Herbert J. Fry



Jackson, Mich.: "HaloLight is an outstanding feature—we get movie-clear reception without any interference."
Mrs. John Crawford



Long Beach Island, N. J.: "Even though we live in a 'fringe' area, our Sylvania TV reception is always excellent."
Mrs. R. L. Kinney



Toledo, Ohio: "Never had brighter, more uniform pictures. Sylvania with HaloLight is the best set of them all."
Arthur G. Bertling



Chevy Chase, Md.: "After a hard day's work, Sylvania TV with HaloLight is the set that gives me hours of TV viewing comfort."
J. Tristani



Athens, Ohio: "The picture quality and sound of my Sylvania with HaloLight are the best I have seen or heard."
W. F. Strickland

Life Story in Song

DOROTHY DANDRIDGE SHOWS LATE STAGE

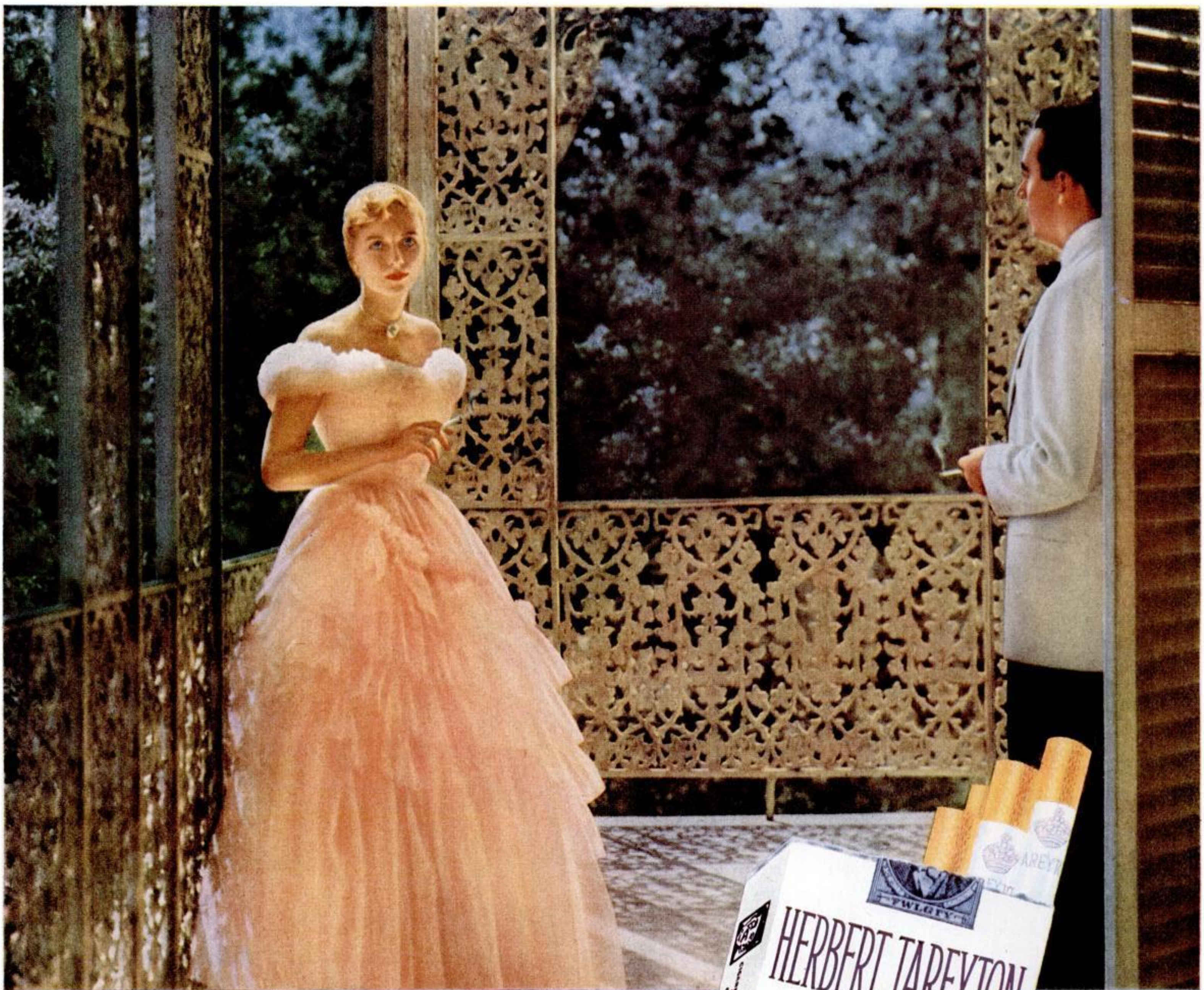
Dorothy Dandridge, now 30, has become a top attraction at top nightclubs from New York to Nevada, with a new and apparently surefire formula for her show. In monolog and song she acts out in 25 minutes the history of the transformation of her own personality (LIFE, Nov. 5, 1951) from demure to uninhibited—or, as she calls it, "gutsy." What with her mobile oval face, her puma-lithe figure and her voice like silver bells with sex appeal, all stages have their fascination. The picture at the right represents one of the final stages.

Dorothy's deepest ambition, however, is to push her dramatic talents beyond nightclubs and such movie roles as a jungle queen in *Tarzan's Peril*. This spring she will appear in two roles chosen from opposite ends of her gamut: in M-G-M's *Remains To Be Seen* she plays a sultry singer, and in the same studio's *See How They Run* she acts a gentle schoolteacher.



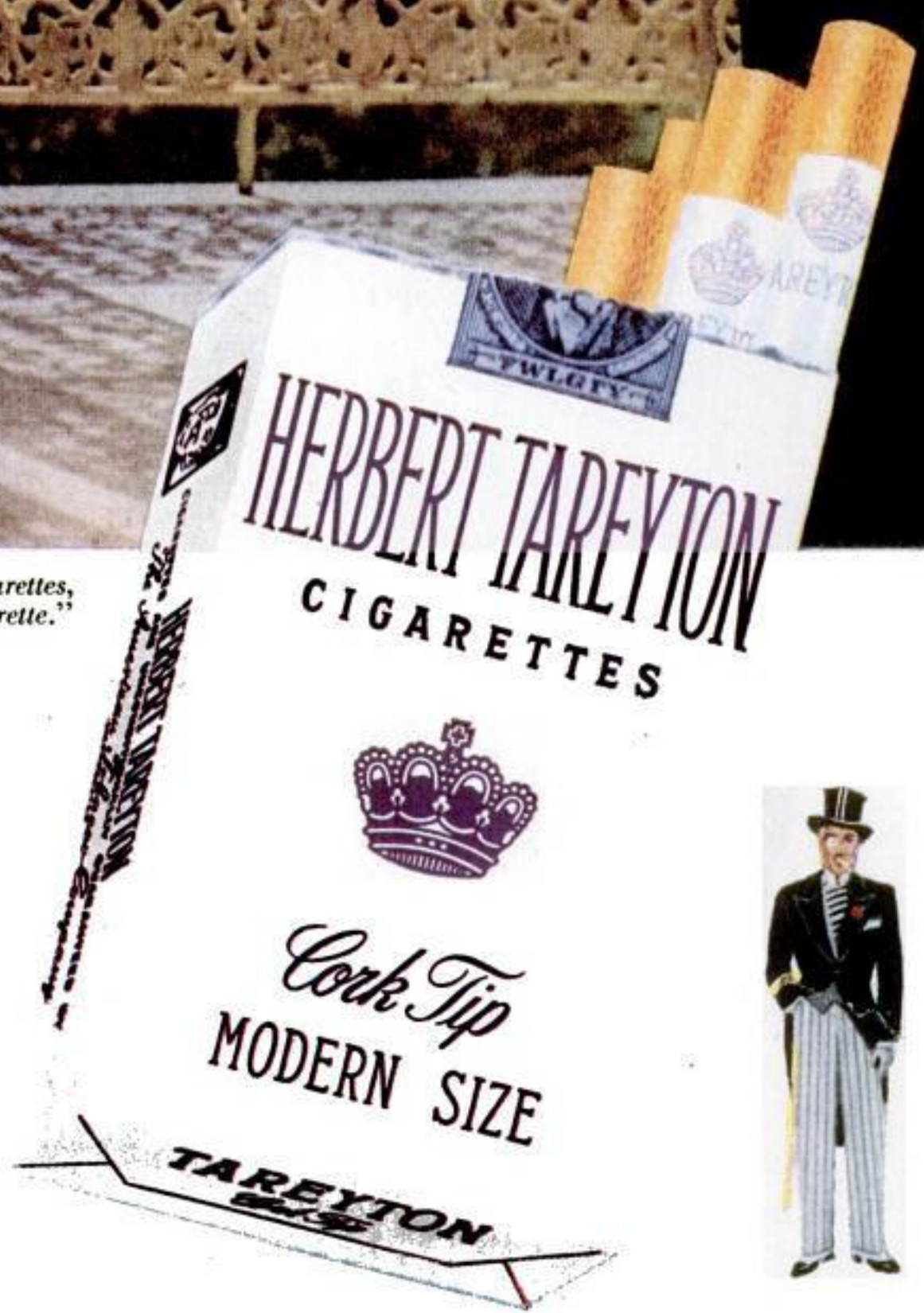
DISCRIMINATING PEOPLE PREFER

HERBERT TAREYTON



MISS PAMELA DE PASS, beautiful New Orleans debutante. Discriminating in her choice of cigarettes, Miss De Pass says: "The cork tip and mild tobacco make Herbert Tareyton a thoroughly enjoyable cigarette."

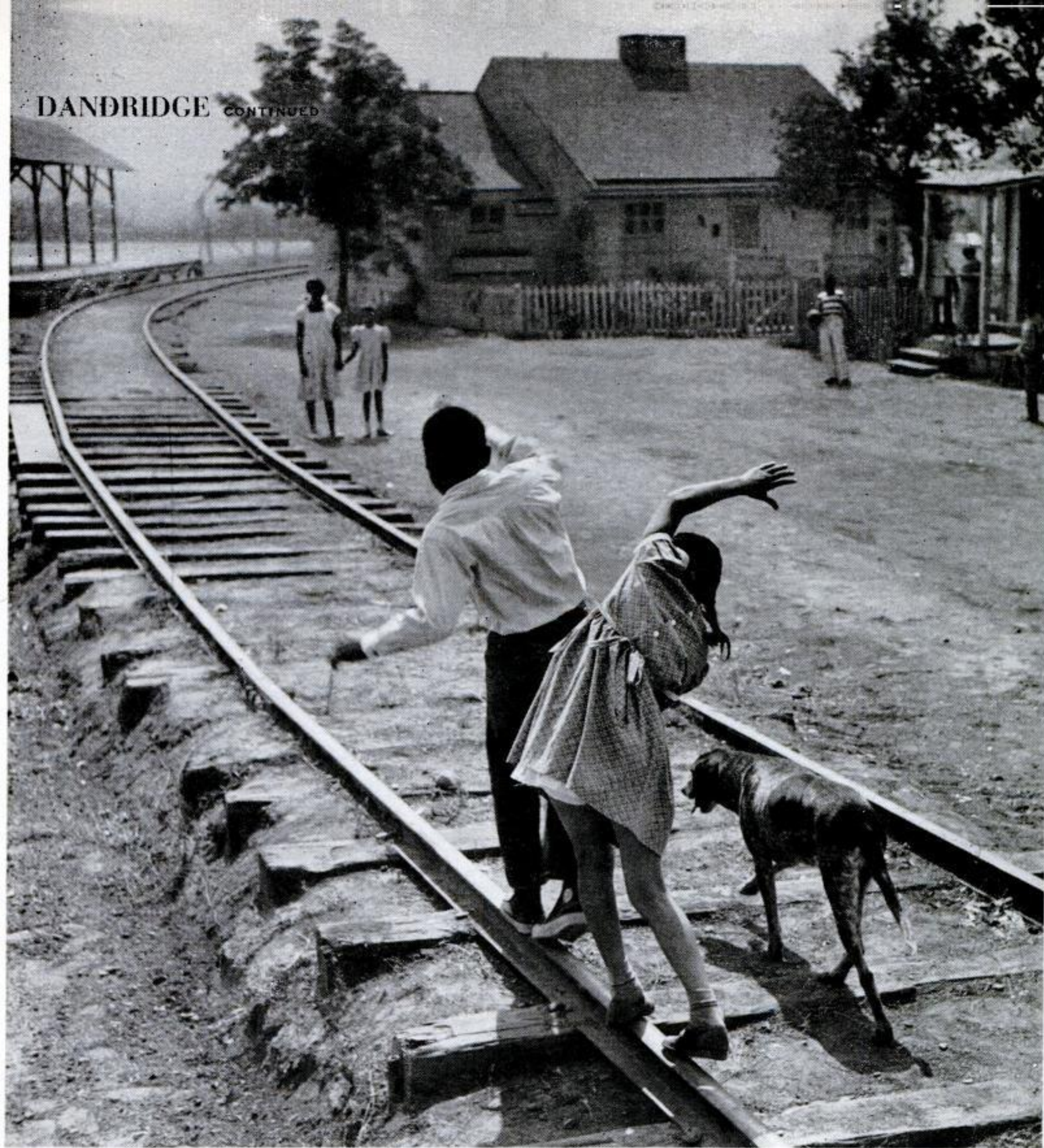
Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

Copyr. The American Tobacco Company

DANDRIDGE CONTINUED



TWO OF DOROTHY DANDRIDGE'S CHARGES IN MOVIE TEETER ALONG RAILROAD TRACK ON THE WAY FROM SCHOOL

LATEST FILM ROLE IS AN APPEALING ONE

Latest of Dorothy Dandridge's films to reach the public is a simple and sentimental one which gives her a chance to play an appealing role with fetching freshness. Originally called *See How They Run*, it will probably be released under the title *Bright Road*. It is a story of Negro life in the rural South, and unlike

the previous Hollywood ventures into this field it is neither a musical farce nor an earnest plea for tolerance. It is instead an account of the troubles of a lonely little boy, who loves caterpillars but hates arithmetic, and how he gets straightened out by Dorothy as a patient, understanding schoolteacher.



FOLK SINGER Harry Belafonte sings one song in film, plays principal who tries to get boy interested in his work.



TORCH SINGER Dandridge sings only religious songs but gives a moving performance comforting bereaved boy.



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FOR PERFECT PARTIES—



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TASTES THE BEST!



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kinder than ever to baby's thinner skin**

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Scott's revolutionary new process now makes your favorite bathroom tissue softer—more gentle than ever!

Whiter too! Only pure "white" pulp goes into each roll of the new ScotTissue.

Mothers are finding that the new ScotTissue is more than ever gentle for baby's tender skin—the perfect choice for the whole family too.

You can get the new softer ScotTissue at your grocer's right now. It is another great Scott paper value ... more popular than ever! Be sure to pick up a supply for your family today.



A truly soft bathroom tissue is important to baby's comfort. You can trust the new ScotTissue to give his tender skin gentlest care.



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2 rolls of ScotTissue give you more sheets than 3 rolls of most other brands

1,000 Sheets to a Roll!

OVER ½ MORE THAN THE 650 SHEETS YOU GET FROM MOST OTHER BRANDS

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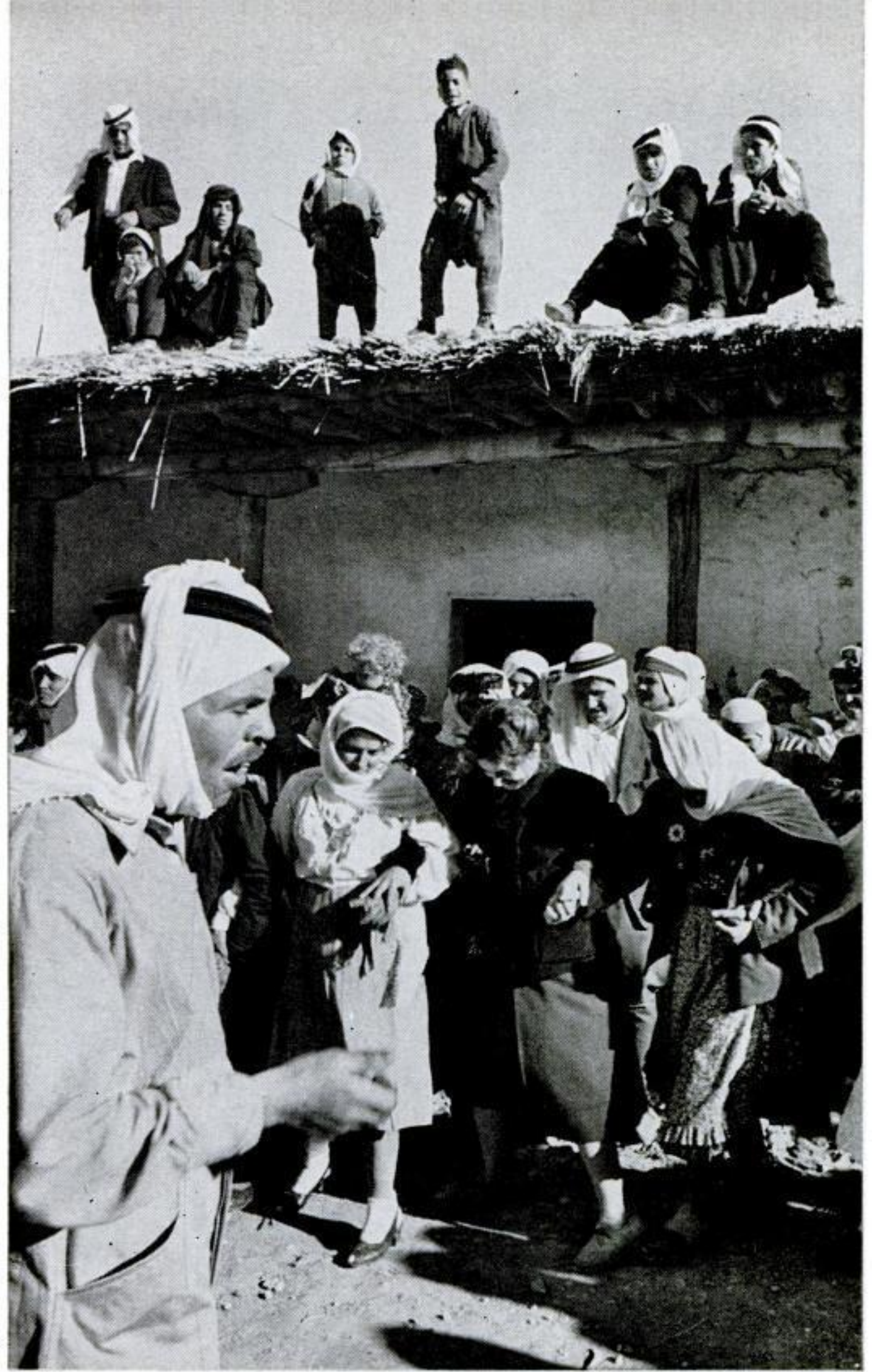
U.S. COLLEGE IN NEAR EAST

American school is respected
in area where America is not

PHOTOGRAPHED FOR LIFE BY LISA LARSEN

Elevated and outwardly serene, its shaded walks and quiet academic halls brushed by cool breezes off the Mediterranean, the American University of Beirut at first seems far removed from the disorders of the lands around it. Its 3,000 students from all over the Near East argue and cogitate much as students do in any U.S. college. But even the university campus is occasionally rocked by a taste of the Near East's violence and rebellion.

In a part of the world where U.S. popularity is now fearfully low, A.U.B. stands as a rarely questioned American effort to help the Arabs improve their lot. Founded in 1866 as the Syrian Protestant College by American missionaries and since maintained largely with American funds, it has always stood for freedom and order in the Near East. Its earliest graduates sparked the Arab awakening of the 19th Century. Today A.U.B. diplomas (it became a university in 1920) hang in schools, hospitals and government and business offices from Egypt to Pakistan, and a list of its graduates reads like an eastern Mediterranean *Who's Who*. Nominally Christian but nondenominational, it has never tried to proselytize its students. In explaining this, A.U.B. scholars like to quote their first president, Daniel Bliss, who in 1872 said that while a man of any faith could attend the school and emerge believing in God, many gods or no god, "it will be impossible for anyone to continue with us long without knowing what we believe to be the truth and our reasons for that belief."



IN ANCIENT VILLAGE of Majdal not far from Beirut, A.U.B. student nurse, Altaf Afyuni (center, in dark dress), on a visit to the village's baby clinic, gets mixed up in a wedding celebration and joins in a dance with the village people.



← LISTENING TO ANOTHER STUDENT, Mona Asfour of Palestine (left) and Su'ad Jabir of Lebanon, both preparing to be teachers, sit in an education class. In this course the professor takes a back seat, lets students run the class.

OVERLOOKING THE MEDITERRANEAN, the university buildings (right) perch above Beirut, the capital of Lebanon, a country smaller than Connecticut lying between Syria and Palestine. Across the bay is snow-capped Mt. Sunnine.



RANGING THEMSELVES ON BOULDERS, WHICH FORM WALL NEAR EDGE OF THE CAMPUS, STUDENTS COMPARE NOTES ON HOMEWORK AFTER THEIR CLASSES.



PRESIDENT STEPHEN PENROSE

ITS METHODS AND COURSES ARE WESTERN

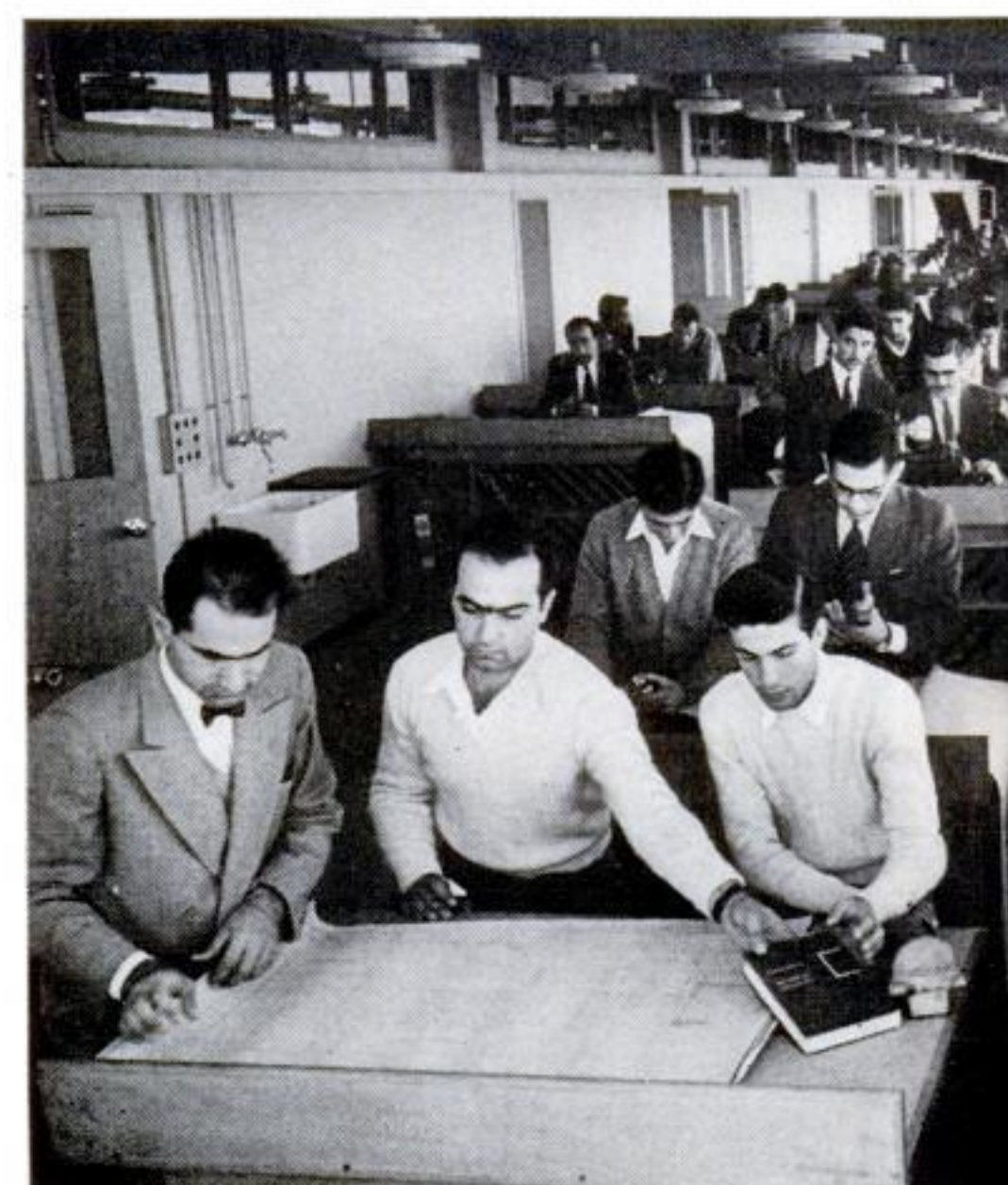
To help produce educated young people who will become Arab leaders, A.U.B. applies Western teaching methods to Near Eastern cultural and political problems. Chartered by New York State's Board of Regents, supervised by American trustees and operated by an American president (*left*) it grants degrees which are recognized as equal to those granted in the U.S.

But preserving such high standards often seems almost impossible: applicants come from nations which are just beginning to set up



ECONOMICS CLASS is led by Professor Albert Meyer of Glendale, Calif. who discusses U.S. economic development in 19th Century. The university

uses American methods of small classes, original research by students and plenty of discussion rather than European system where lecturer is infallible.



ENGINEERING LAB serves as a home room for engineering students. At left is Professor of Architecture Raymond Ghosn of Egypt; at right, back to



BEIRUT CLIMATE IS IDEAL FOR OUTDOOR STUDY

qualified school systems of their own, and some entering students are inadequately prepared. The university answers one big, general part of the problem by providing first-rate teachers. It solves a more specific problem by requiring use of the English language in all courses. While about half its students are Moslems and more than half of the faculty is Arabic, A.U.B. long ago discovered it was easier to teach the majority English than to get the minority to learn the incredibly difficult classical Arabic.



camera, is Karl Lerstrup of Denmark, Professor of Electrical Engineering. Expanding engineering department's new building was completed last year.



PAINTING CLASS is held among a group of towering cypresses on the campus. Started only this past fall under the leadership of Instructor Maryette

Charlton of Manchester, Iowa (*foreground*, in light jacket), the art department is gaining students, who are shown here practicing watercolor technique.

GRADUATES HAVE BECOME LEADERS



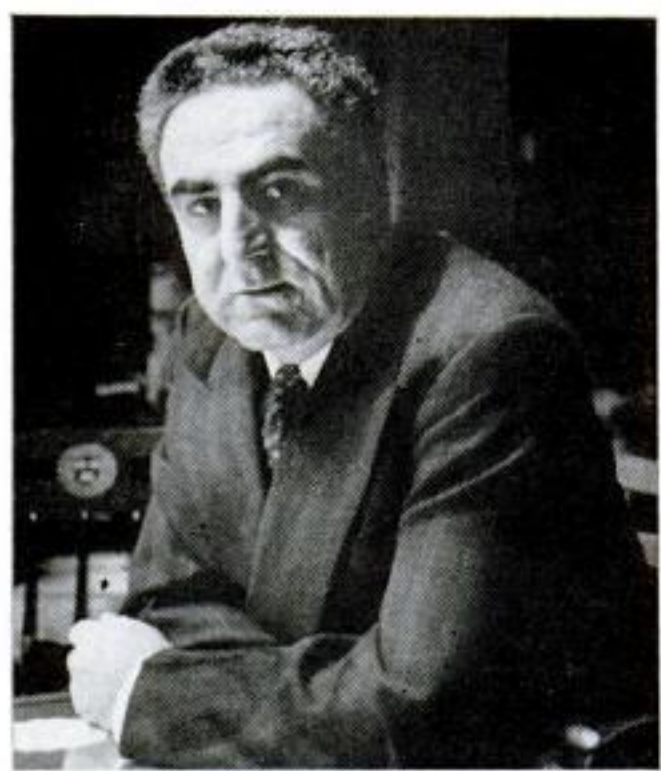
ARAB NATIONALIST Faris El Khouri, '97, once taught law at Beirut. Turks imprisoned him several times for political activity. Syria's prime minister from 1943 to 1948, he now serves on a U.N. commission.



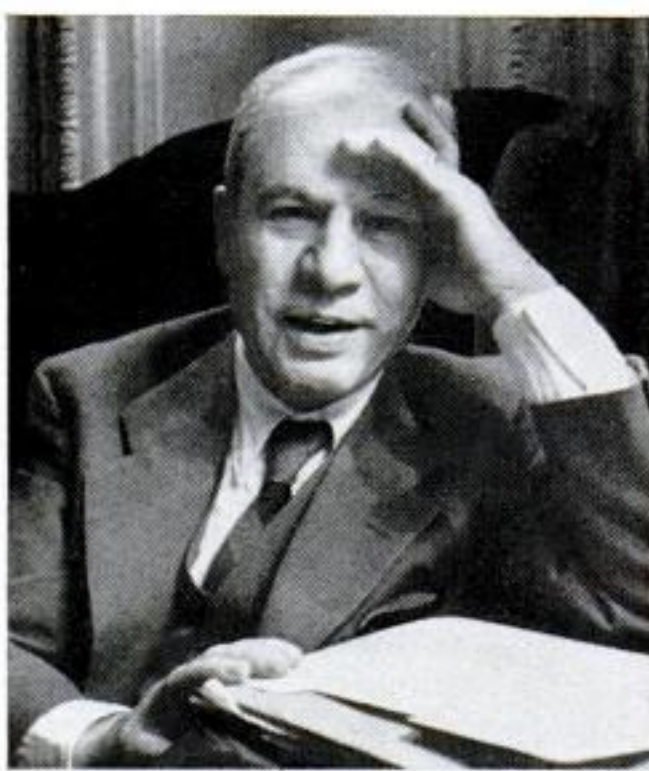
BUSINESSMAN Emile Bustani worked his way through A.U.B., graduated in 1931, then came to U.S. and went to M.I.T. Now wealthy from construction business, Bustani is the head of A.U.B. Alumni Association.



EDUCATOR Costi Zurayk, '28, is currently acting president of A.U.B. while President Penrose is in U.S. raising funds. Portrait on wall is of Howard Bliss, A.U.B.'s second president (1902-20).

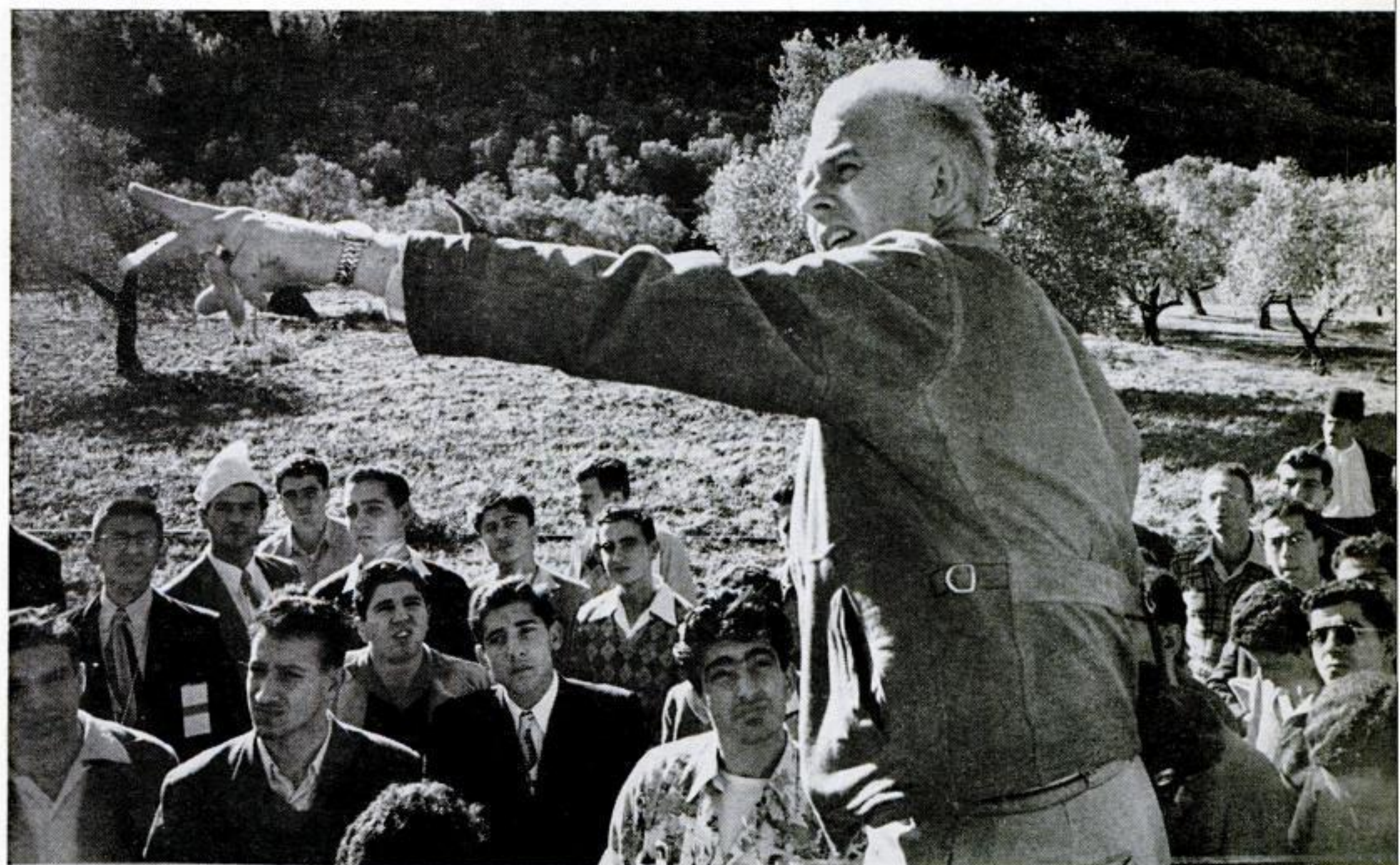


DIPLOMAT Charles Malik, '27, headed A.U.B.'s philosophy department from 1939 to 1945. He is now on leave as Lebanese minister to U.S., delegate to the U.N. and chairman of U.N. Commission on Human Rights.



SCHOLAR Philip K. Hitti, '08, taught at Beirut and at Columbia, then at Princeton. Now chairman of Princeton's Oriental Languages department, Hitti is considered the top Moslem intellectual authority in U.S.





ON A FIELD TRIP to Bisri Valley, Point Four geologist William Thompson points out the site of a proposed dam on Litani River to engineering

students. The U.S. is furnishing preliminary surveys for dam. Trips for engineering students occur every two weeks to points within 50 miles of Beirut.

POLITICS UPSET THE CAMPUS

Because it has always been a meeting place and proving ground for Near Eastern intellectuals, A.U.B. is no ivory tower. Student political tempers are easily triggered, and demonstrations (*left*) are staged in deadly seriousness. Last year a series of demonstrations culminated in a strike at the university after which student government was suspended. A.U.B.'s special dilemma is that large numbers of its students and graduates, exposed by the university to enlightened Western teaching methods, today refuse to accept the political pol-

icies of the West, including those of the U.S.

Amid such turmoil and rebellion the university does its best to stay officially out of politics while trying to direct the Near East's revolutionary energies into constructive channels. In this aim it has the support among Arabs of its most illustrious graduates. And from the U.S. government it gets support in the form of financial aid under Point Four whose avowedly nonpolitical purpose seems to A.U.B. to be the best kind of American effort possible in the Near and Middle East.



← **DOWN A BEIRUT STREET** comes a procession of university students under a placard in Arabic which reads, "We shall not forget you, Palestine."

EXTRACURRICULAR MOMENT on geology trip (top of page) is provided by a faculty wife, Mrs. Walter Baggaly, who describes plants to students.



COMPARING EYES of mother and child, Nursing Student Saideh Neguiny tells a woman that putting black around baby's eyes will not darken color.

EXAMINING HEART (below), Dr. Sami Tohmen, Lebanese intern, performs checkup for patient in medical school's clinic which serves Beirut area.



BEIRUT CONTINUED

WORK SETS AN EXAMPLE

Politics aside, the educational task before the American University of Beirut is tremendous. In an area which 100 years ago had few reputable schools there is even today a severe lack of proper educational opportunities for the youth of 10 countries. A.U.B. has the only medical school between Switzerland and Australia recommended by the American Medical Association as comparable to U.S. schools. Its new agricultural school is the only one of its kind in the Near East. The need for good doctors, nurses and teachers has been acute for years, and the recent expansion of oil production has brought a huge demand for native engineers.

Keeping pace with such demands would be a strain on any university. But in addition to everything else A.U.B. is eager to remain an educational catalyst in the Near East. For many years there has been a strong rivalry between A.U.B. and the neighboring Jesuit university, St. Joseph's. But this rivalry is a healthy one, and the university likes to remember the story of one of its first teachers, Cornelius Van Dyck, who while riding on horseback to Sidon one day was stopped by a band of Druse tribesmen who asked where he was heading. "To Sidon to open four schools," replied Van Dyck. "But we heard it was but two schools." "Ah," said Van Dyck, "it will be four. I will open two and in a few weeks the Jesuits will hurry down to open two more. So, you see, for you I open four schools today." In taking stock of its accomplishments, A.U.B. always counts not only the work it has done itself but the example it has set for others.

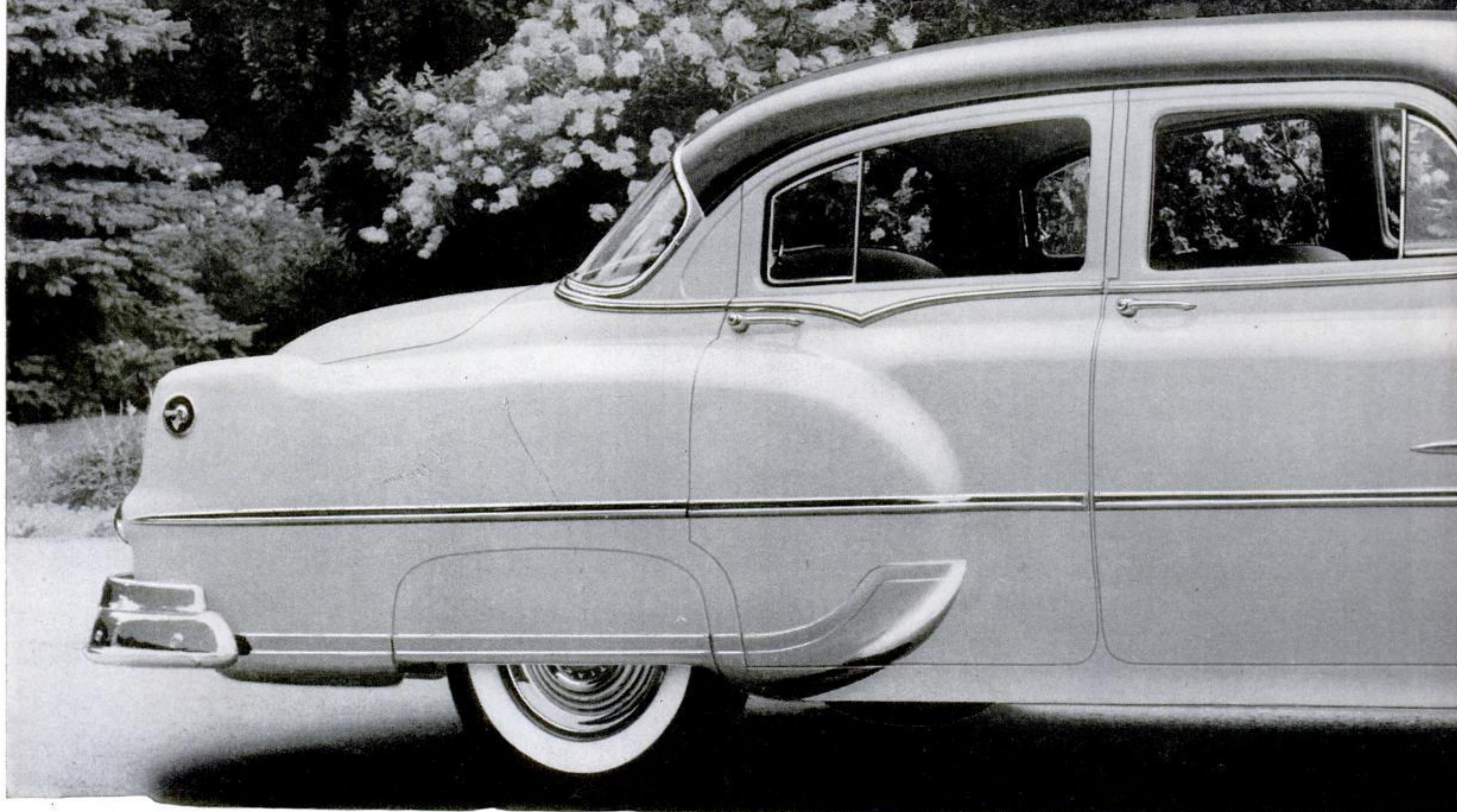


INSPECTING TANKS, an A.U.B. engineering class visits Trans-Arabian pipeline terminal at Sidon where oil from Saudi Arabia is stored by seashore.

MAKING A SURVEY, Wadad Fuleihan (left) and Munier Atallah (center) tour Beirut's residential area collecting information for an economics study. →



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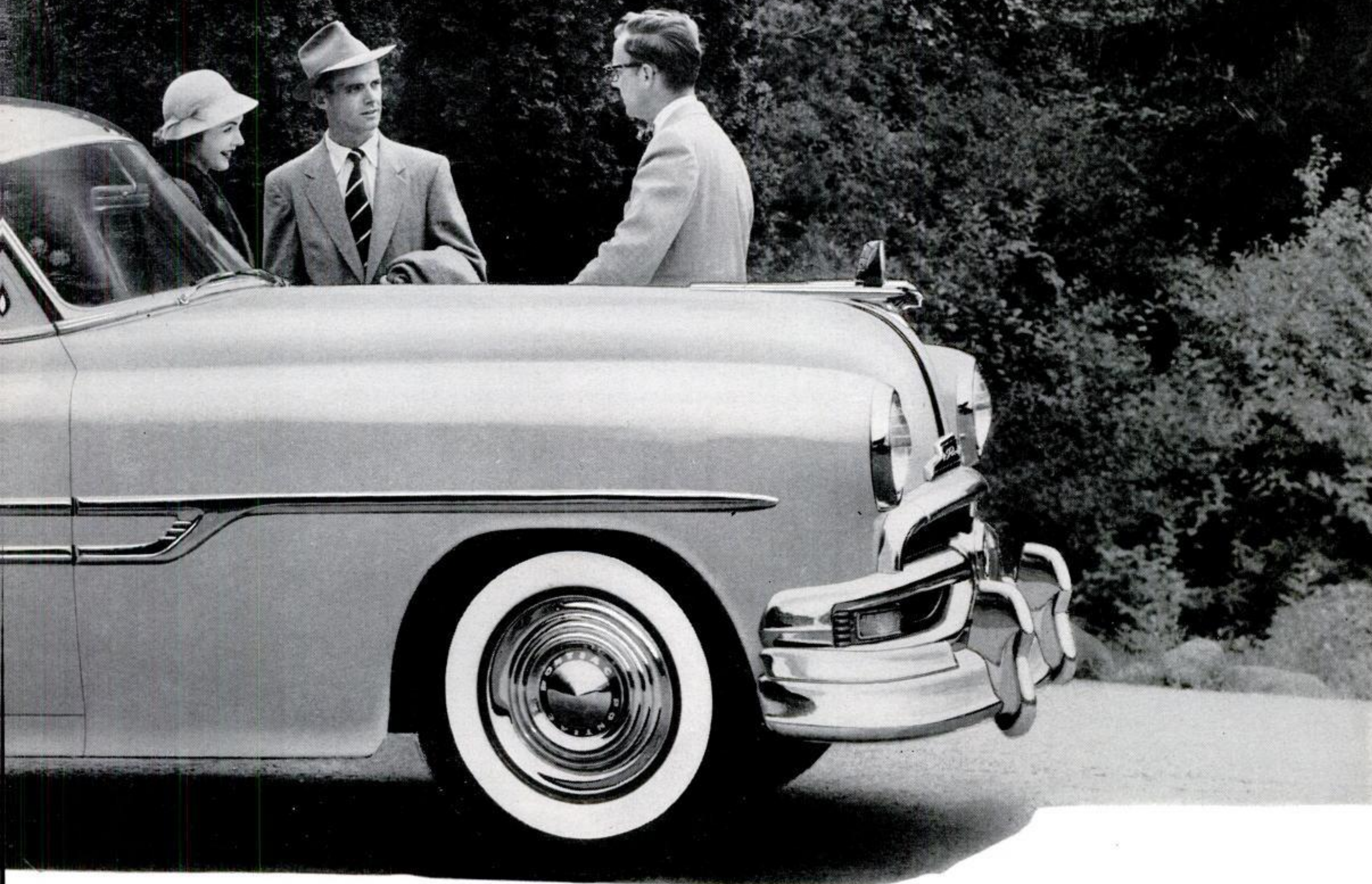
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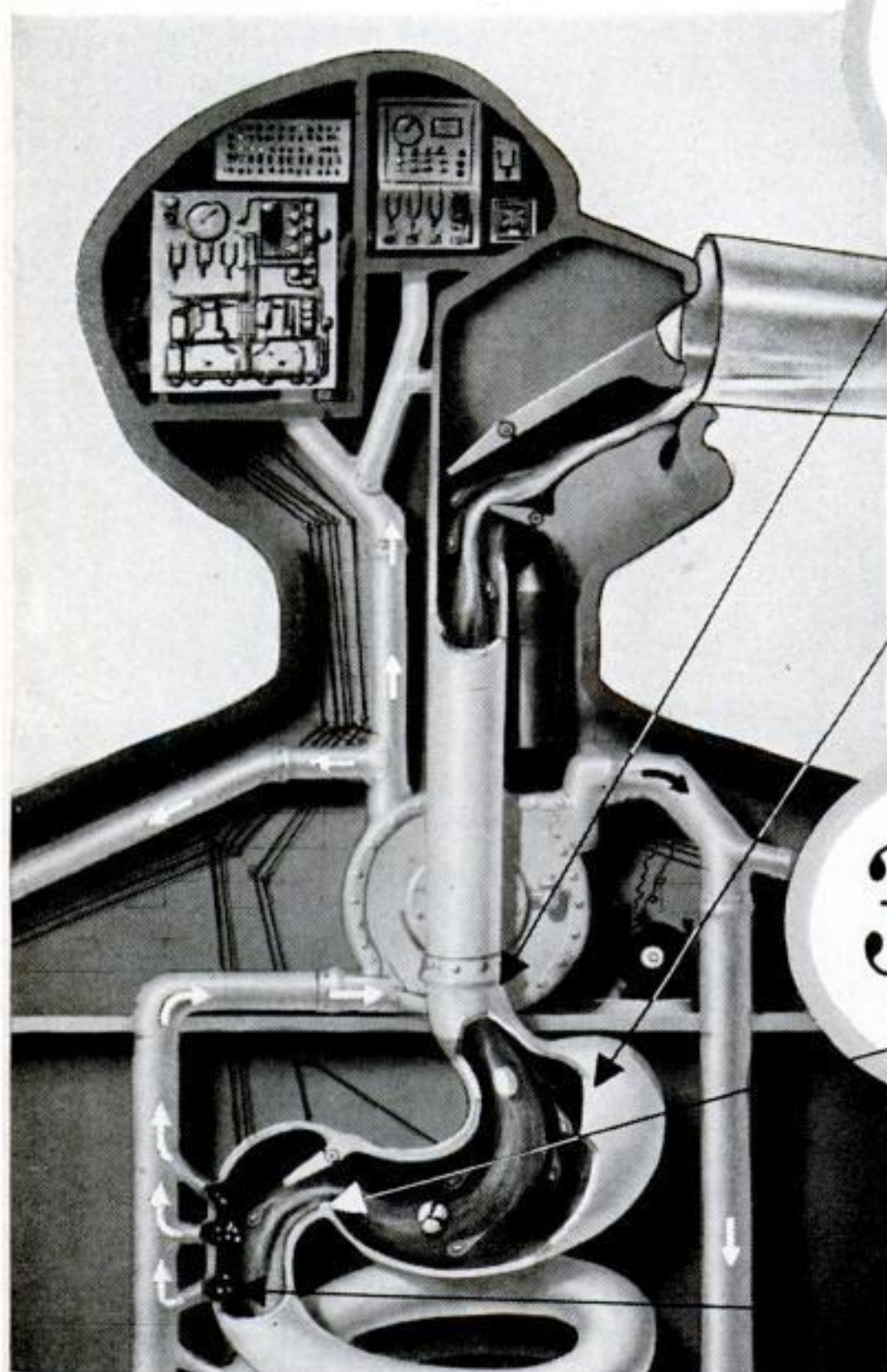
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4 That's why Bufferin relieves your pain twice as fast as aspirin, doesn't upset your stomach!

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- **acts twice as fast as aspirin!**
- **doesn't upset your stomach!**



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as aspirin. Therefore, Bufferin acts twice as fast to relieve pain.

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If you suffer from pain of
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Don't miss the Ken Murray Show and the Alan Young Show on "Time to Smile"—CBS-TV.

SPORTS



AS PLAYER DRIBBLES, GUARD AT LEFT TRIES TO DISTRACT HER BY YELLING IN A NATIVE TONGUE CALLED "MOTU"

SOUTH PACIFIC BASKETBALL

New Guinea mission school plays American game with own rules

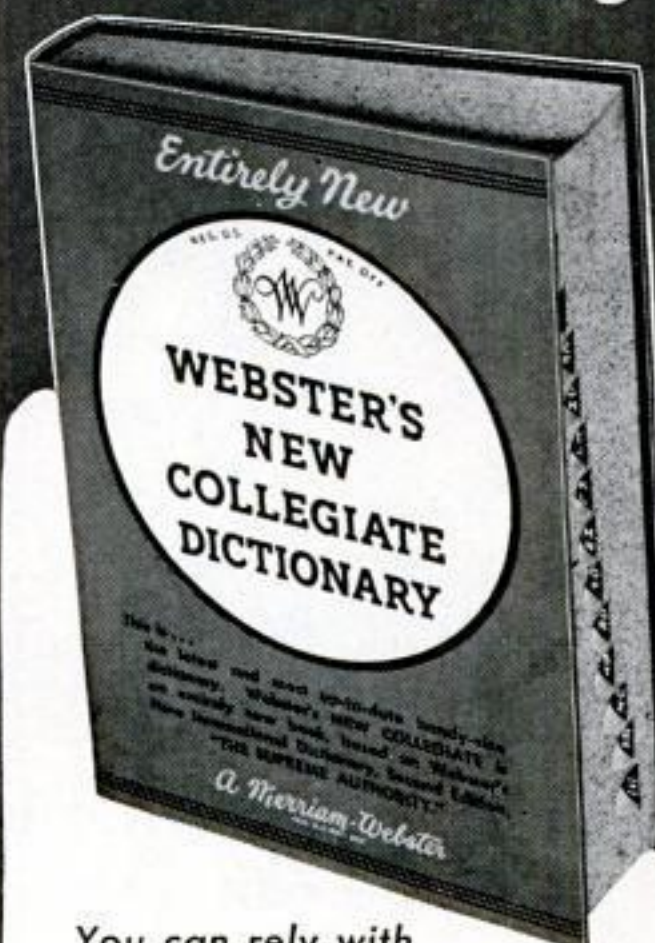
In a school run by the London Missionary Society near the village of Hanuabada in New Guinea the young girls like the American game of basketball better than any other sport. Because the school does not have a gymnasium the games are played on outdoor gravel courts with hoops mounted on metal poles. The girls often compete without rules or referees, sometimes dribbling the ball in the proper way

(above) but, when they feel the urge, running with it or kicking it with their bare feet.

The school insists the athletes go barechested. This is a government ruling. In New Guinea seasonal rain comes often and heavy. When the girls get wet and wear damp tops they are more likely to catch cold than if they get rained on in the semi-nude. Also, going without tops helps ward off tuberculosis.

CONTINUED ON NEXT PAGE

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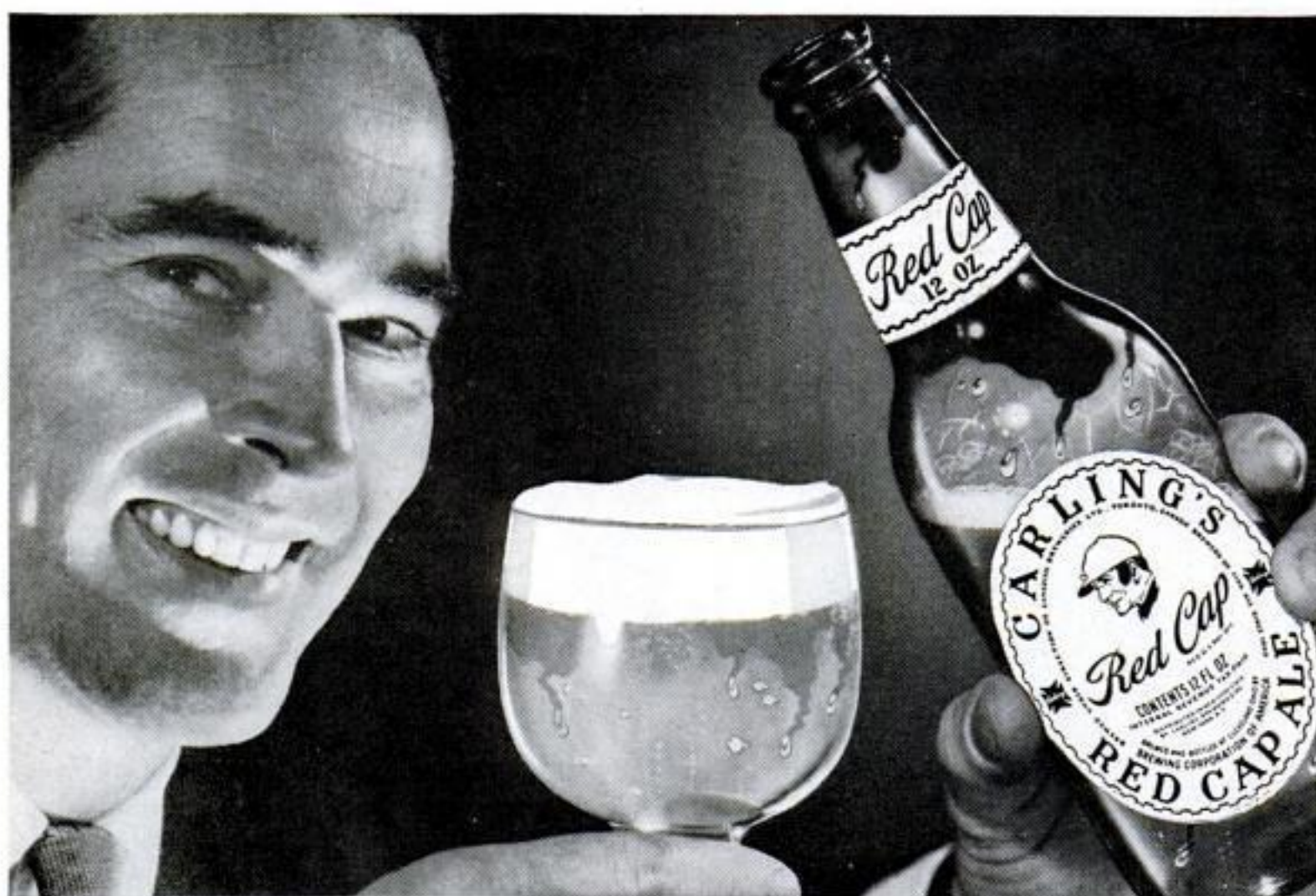
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quality stores everywhere

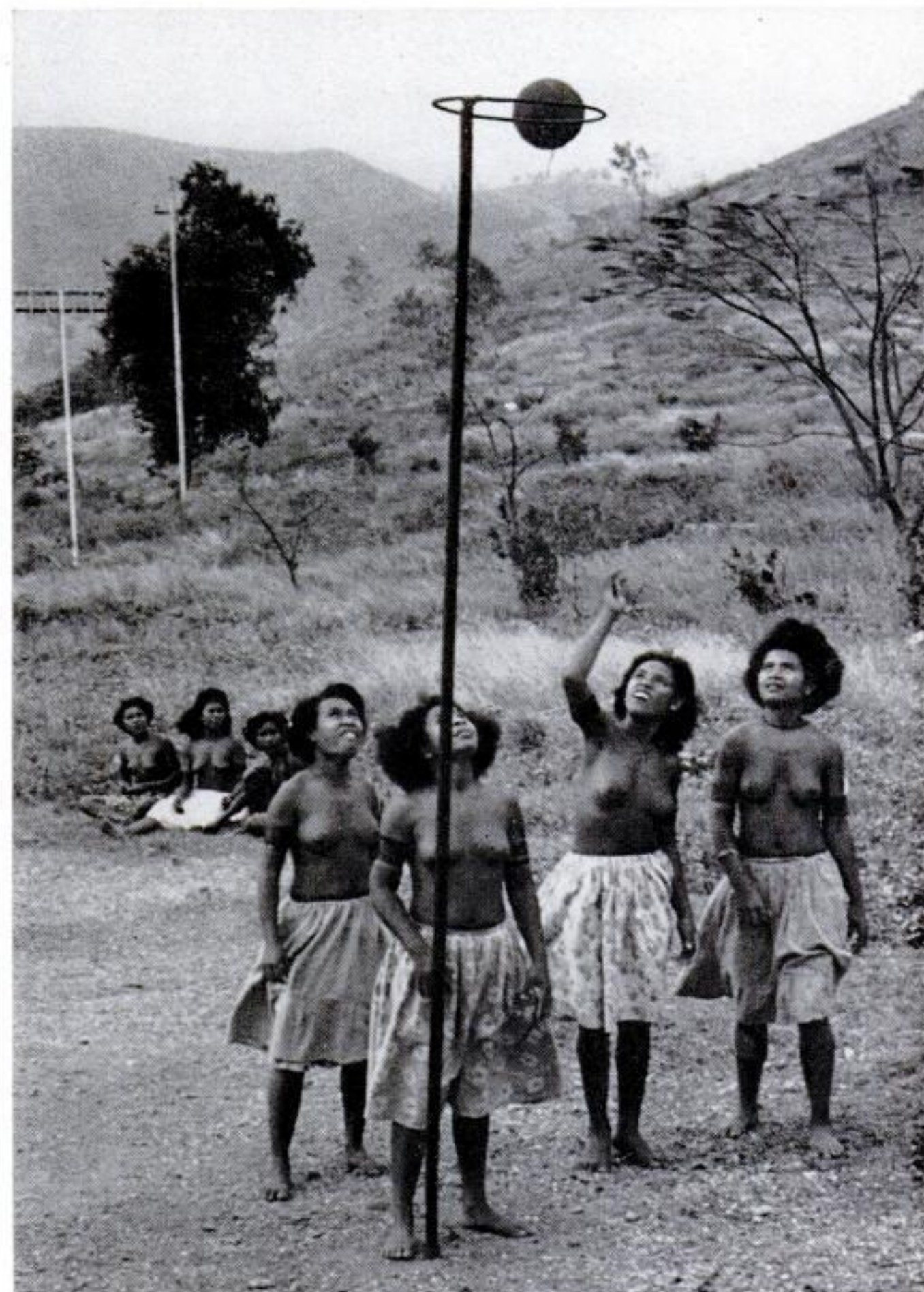



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General Office: Jefferson City, Missouri

BASKETBALL CONTINUED



IN PRACTICE two girls hang onto the post while player at the far right gets set to make one-hand shot. There are rough markings to restrict courts.



PUSH-UP SHOT heads for basket. Girls are adept at sinking ball without the help of backboard. Arm bands denote tribes from which the girls come.



Barbara Stanwyck
starring in M-G-M's
JEOPARDY

YES, BARBARA STANWYCK uses Lustre-Creme Shampoo. In fact, in less than two years, Lustre-Creme has become the shampoo of the majority of top Hollywood stars! When America's most glamorous women use Lustre-Creme Shampoo, shouldn't it be *your* choice above all others, too?

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'N' DUMPLINGS**

All you need is **Bisquick** and **Dinty Moore** Beef Stew

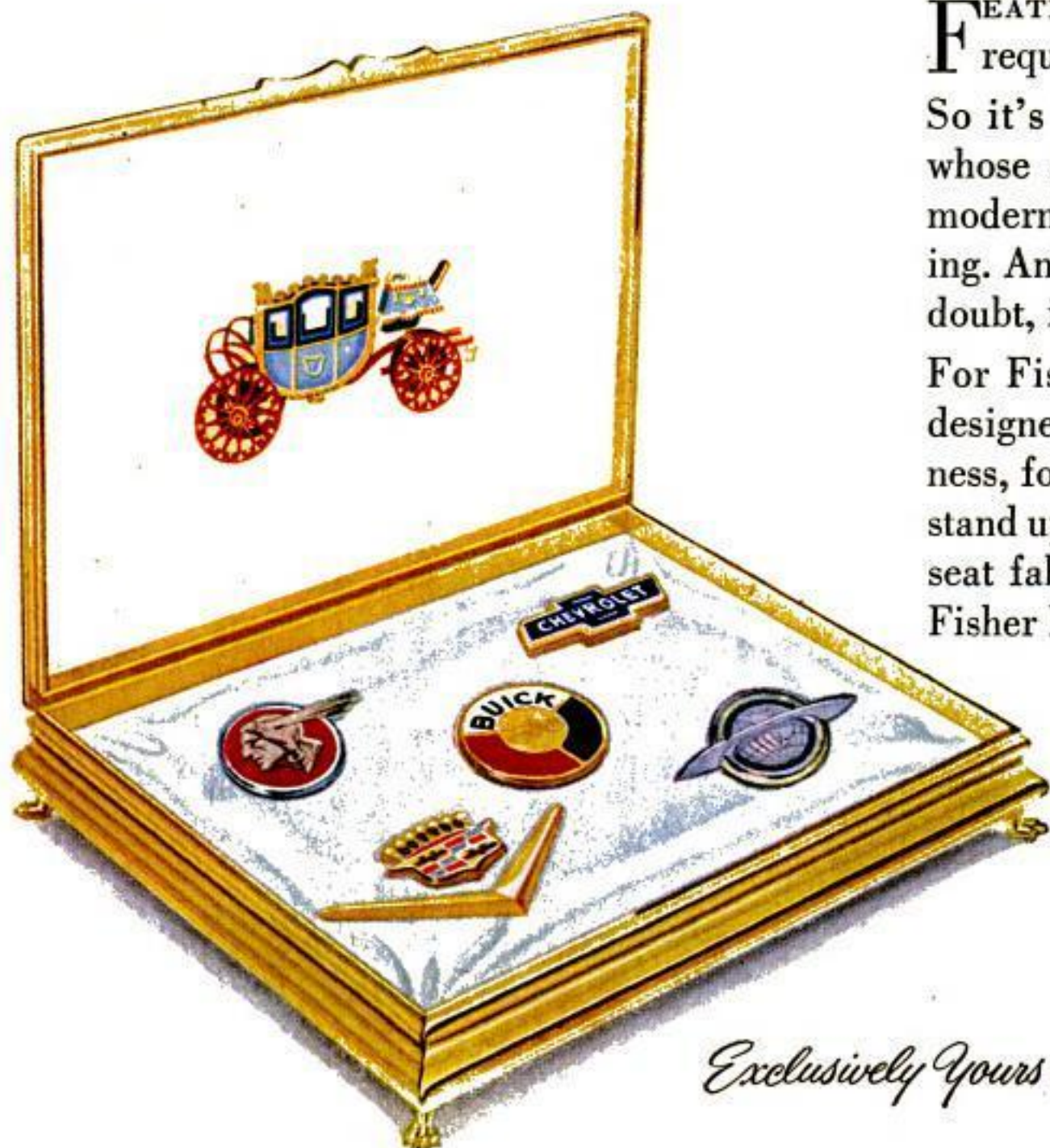


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Firebird's Progress

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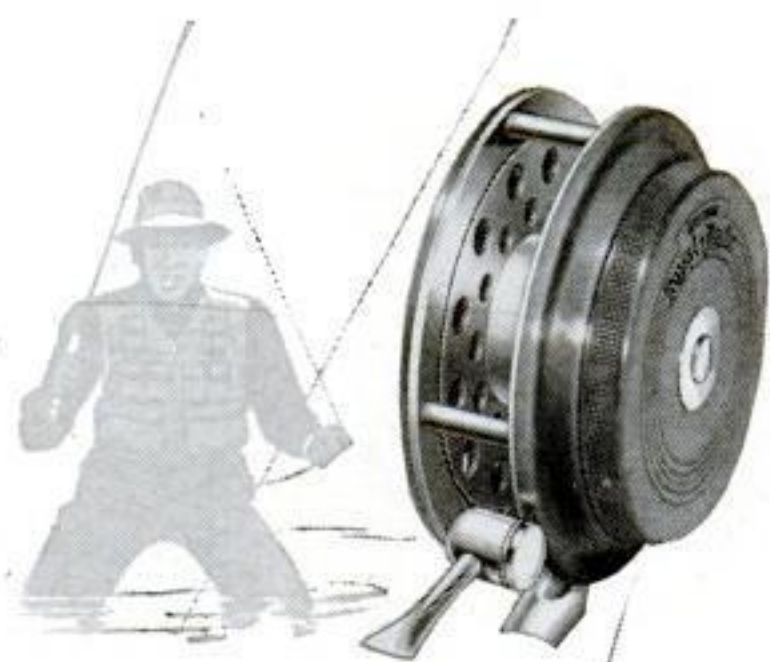
by WINTHROP SARGEANT

WHEN Igor Stravinsky's artfully primitive ballet *The Rite of Spring* was first performed in Paris in 1913, it literally created a riot. According to the American critic Carl van Vechten, who was present, "a certain part of the audience was thrilled by what it considered to be a blasphemous attempt to destroy music as an art, and, swept away with wrath, began, very soon after the rise of the curtain, to make catcalls and to offer audible suggestions as to how the performance should proceed. The orchestra played unheard, except occasionally when a slight lull occurred. The young man seated behind me in the box stood up during the course of the ballet to enable himself to see more clearly. The intense excitement under which he was laboring betrayed itself presently when he began to beat rhythmically on the top of my head with his fists. My emotion was so great that I did not feel the blows for some time."

Oddly enough, this somewhat disorderly scene turned out to be exactly what some of its participants thought it was—the climactic

salvo of a musical revolution. To old-fashioned romanticists in the opening night audience, Stravinsky's innovation seemed a threat to the art of concert music and perhaps to the whole structure of Western musical culture. Hot-eyed modernists, contrarily, applauded it as the brave break of a new, vigorously dissonant dawn. In the midst of what was, incontestably, a historical event, looking very much like a man of destiny, stood Igor Stravinsky.

That destiny has been fulfilled in curious ways. From the beginning Stravinsky's influence equaled his popularity. Other composers, tending to avoid emotion and singable melody, lunged forward, armed with restless harmonies and wry satire. More and more, Paris assumed a position as the center of musical fashion. Ballet began to rival symphony and opera as the most prominent arena for the display of new music. As the years passed, Stravinsky's exuberant ballet scores, *The Firebird* and *Petrouchka*, became familiar and popular classics on symphonic programs all over the world, and his later



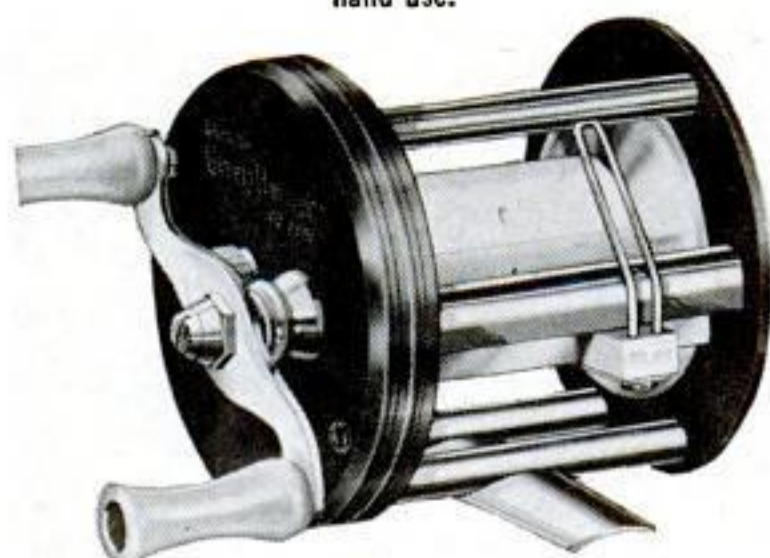
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FIREBIRD CONTINUED

works—*Symphony of Psalms*, *L'Histoire du Soldat*, *Apollon Musagètes*, *Orpheus*, etc.—continued to excite the anticipation and enthusiasm of the avant-garde. When *The Rite of Spring* wound up as an accompaniment to booming volcanoes and trudging dinosaurs in Walt Disney's *Fantasia*, Stravinsky became a well-known name even to the U.S. moviegoing public.

Most concert-goers still either adored or despised his more dissonant works. They were brilliant, technically resourceful, often as intricate as a Swiss watch. They were frequently noisy and disruptive. They often sounded merely like an ingenious concatenation of sound effects. They frequently were about as emotional as a buzz saw, and seldom contained tunes that anybody could sing. But they had, at least, a remarkable capacity to disturb and astonish their listeners. And they nearly always bubbled over with Puckish wit. Stravinsky's music became immensely fashionable—so much so that a large percentage of the world's younger composers followed in his wake as if Stravinsky were music's own pied piper.

Today, with the death of Germany's Richard Strauss and the decline of Finland's Jean Sibelius to the status of a venerable but extinct volcano, Igor Stravinsky is left as the world's most celebrated composer. The avant-garde still considers him its leader, and his prestige with the musical public is such that he can, by a personal appearance, draw a full house at almost any musical auditorium in the world.

At the Metropolitan Opera House last month a box office jam occurred for the U.S. première of Stravinsky's first full length opera, *The Rake's Progress*. Like nearly all his major works, it caused an immense quantity of controversy, considerable division of opinion among the critics and an amount of public interest that promised full houses for succeeding performances.

The opera, inspired by a famous series of engravings by England's great 18th Century painter William Hogarth and equipped with a libretto by the contemporary poets W. H. Auden and Chester Kallman, is a curious departure for the mercurial Stravinsky. Its plot, a somewhat decadent fable, involves a dissolute young man who leaves his sweetheart to marry a bearded lady and who subsequently winds up in a madhouse. To it Stravinsky has wedded music that sounds almost exactly as if it had been written by a number of 18th and 19th Century composers including Mozart, Handel, Tchaikovsky and Brahms. Only occasionally does Stravinsky interrupt its old-fashioned melodious current with a dissonance or two which shows that he himself composed it.

In the weeks preceding the first New York performance Igor Stravinsky, a little, wiry man whose aquiline nose and heavy horn-rimmed spectacles give him the look of a deeply preoccupied grasshopper, was hopping busily about the Metropolitan Opera House, assuring himself that the production of his new opera would be just right. His idea of what was just right was hard to live up to, as

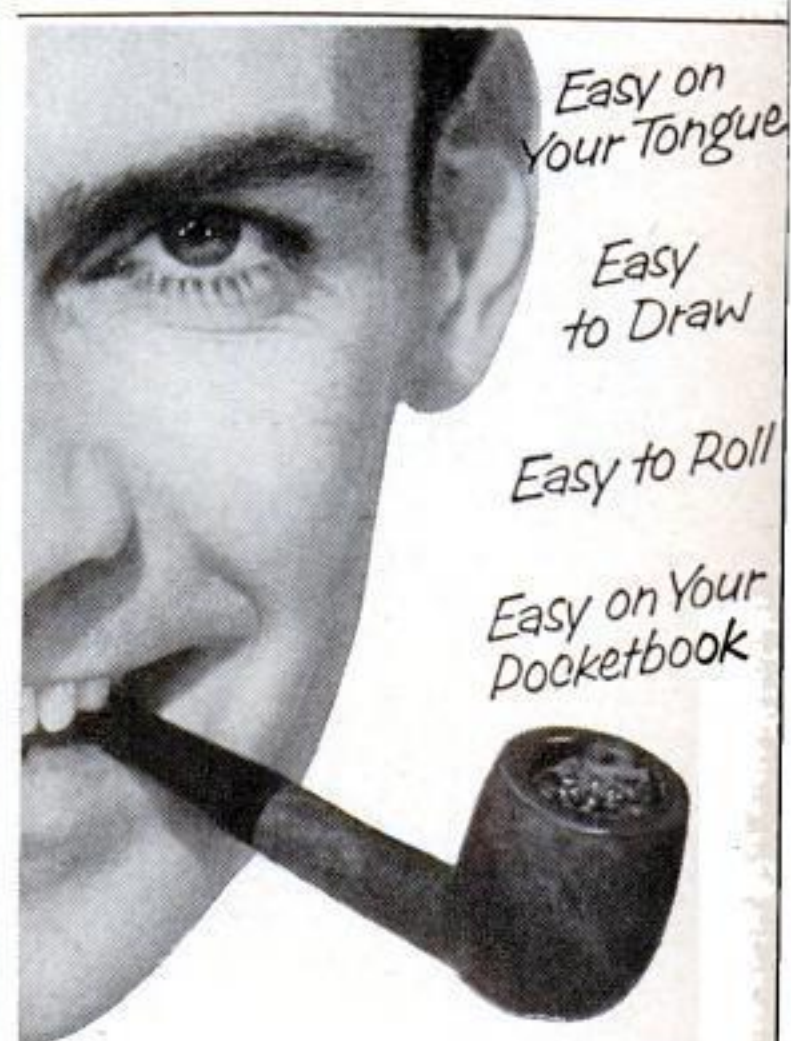
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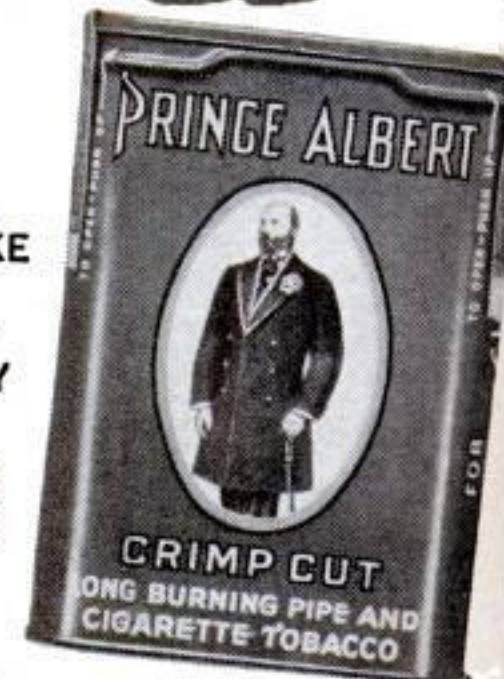
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FIRST PATRON, Nikolai Rimski-Korsakov (second from left), was posed in 1907 in Russia with Stravinsky (left) and the first Mrs. Stravinsky (right).

FIREBIRD CONTINUED

everyone in the cast was soon aware. Seldom in his long career has Stravinsky been known to admit that anyone besides himself can conduct his music to his own satisfaction. Though he professed admiration for the work of Fritz Reiner who conducted the *Rake*, Stravinsky attended the important rehearsals and often insisted on conducting the conductor. Toward people who play his works, his attitude has always been a little bit like that of a playwright who simply cannot stand actors. But about the quality of the work itself, Stravinsky hadn't a doubt. As he remarked confidently to a colleague before the premiere, "It's a marvelous opera. I am a professional and I know."

This sense of professional omniscience is an important aspect of a personality that has been described by various friends and enemies as that of "a dynamo," "a musical plumber," and "a genius." Igor Stravinsky is a man who likes to live, insofar as possible, in a world of certainties. Unlike the poetic, happy-go-lucky romantic composers of the past, he treats his art as if it were a branch of engineering. He believes music to be incapable of expressing emotion and has angrily denounced audiences that "abandon themselves to the reveries induced by the lullaby of [musical] sounds." Music to him is an exact science. He plots his compositions on paper with the precision of an industrial technician plotting a graph, even going so far as to time their successive episodes with a stop watch. He expects his performers to follow his graph with meticulous exactitude, and he expects his audience to work hard to understand the result. "In music," he wrote some time ago, "understanding is given only to those who make an active effort. Passive receptivity is not enough."

This attitude has brought him into lifelong conflict with conductors, choreographers and nearly anyone else who has anything to do with the performance of his work. In his autobiography, published in the '30s, he gave the highest marks to only two living conductors, Pierre Monteux and Ernest Ansermet. Monteux has now retired except for guest appearances, and Stravinsky subsequently caught Ansermet in a performance of his *Mass* that lasted eight minutes overtime. That finished Ansermet. Now almost the only performances of his work which he fully endorses are those that he conducts himself with curious, jerky and notoriously difficult to follow gestures. He is very satisfied with a series of recordings of his major works which he himself is conducting for Columbia. They leave no room for misunderstanding. In them Igor Stravinsky has been personally in control of everything down to the last 16th note, and that, he feels, is as it should be.

Stravinsky's passion for absolute exactitude and control passes over into his private life. His favorite words are "precision" and "discipline." He cannot tolerate being left at the mercy of any uncertainty. Once, not long ago, he was making an automobile trip with his friend the composer Alexander Haieff in Glacier National Park. They were climbing a high peak, and as they negotiated the curves of the steep mountain road Stravinsky began to give increasing signs of temper. Haieff was driving, the road was dangerous and Stravinsky felt himself in control of neither the car nor the mountain. When they reached the top, Stravinsky got out to look at the view. Then he exploded. "I despise mountains," he declared contemptuously. "They don't tell me anything."

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CONTINUED ON PAGE 157

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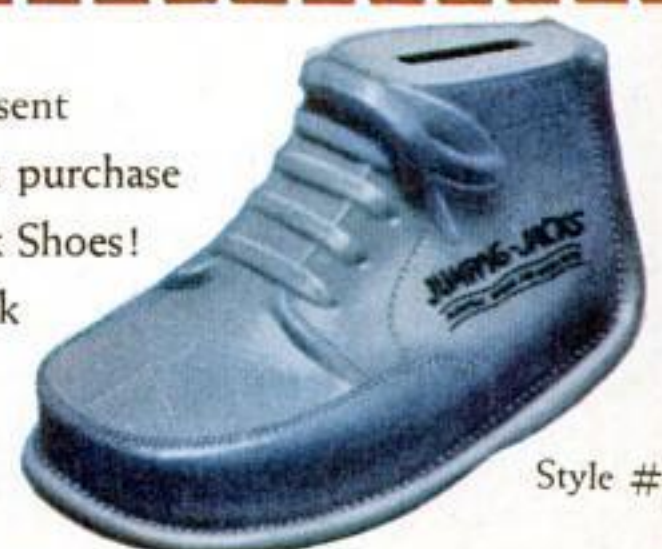


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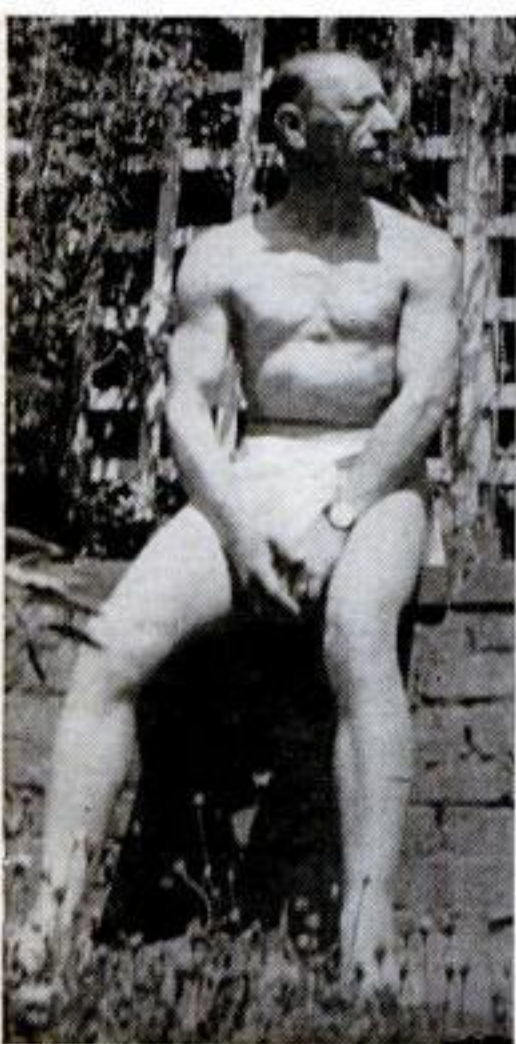
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four and moves, at the age of 70, with the springy grace of a high school basketball player. When it is not traveling on concert tours or taking automobile trips it inhabits a modest six-room home in Hollywood, where it methodically ignores the movie colony and spends nearly all its time composing in a scrupulously neat studio that resembles a surgical amphitheater laboratory for biological research. A cork lining and a double door keep this studio hermetically insulated from the outer world. They also keep the outer world from overhearing the pounding and tinkling process which precedes the birth of a new Igor Stravinsky composition. Stravinsky always composes at the piano, and he cannot compose if he thinks anyone is listening to him. The double door, like everything else in Stravinsky's life, is the subject of a special rule. If one of the doors is left open, his wife may enter; if both doors are closed, no one may enter.

Outside the door lie the human connections that give Igor Stravinsky's life warmth and companionship. Chief among these is Mrs. Stravinsky, a big, hearty, infinitely good-natured blonde, who was once a famous beauty in Moscow and Paris and is still a very handsome woman. Mrs. Stravinsky accepts the job of being a genius's wife with magnificent placidity. She is a good cook. She drives the family Buick herself; her husband admires cars as works of mechanical precision but is too nervous to take the wheel. She helps keep contact with the family, which includes two sons, Theodore in Switzerland and Soulima in Urbana, Ill., a daughter, Milene, in Los Angeles, and two grandchildren. She also acts as



SUNBATHER Stravinsky displays his springy muscles.

hostess to and social director of the group of close friends, mostly writers, painters and other intellectuals, with whom Stravinsky loves to discuss theology, esthetics and the importance and significance of his own music. She has a hearty talent for humorous anecdote. One of her favorites is how the methodical Stravinsky recently crossed the Atlantic by plane and got so upset in his schedule by the change in time that he has been rising several hours earlier in the morning ever since.

Mrs. Stravinsky also has a streak of Slavic romanticism in her nature. She loves to tell a story about how the ship she escaped in from Russia during the revolution was attacked by pirates, and how she charmed the pirate chief into making her a present of some of the loot he had taken from other passengers. She also tells about Stravinsky's father, who was the greatest basso of his day at the St. Petersburg opera. One day on a tour of Russia, his hands were cold and he unthinkingly bought

a pair of black gloves of the type worn by corpses at funerals. Shortly thereafter, Mrs. Stravinsky declares, he drank a glass of water at a railroad station and promptly died of cholera.

As the son of this eminent singer, Stravinsky spent his boyhood surrounded by the musical elite of St. Petersburg. It was not, however, until he was about 20 that he finally determined to launch himself on a career as a composer. The men instrumental in furthering this aim were the bearded composer Nicholas Rimski-Korsakov, who guided his first steps in composition, and the famous ballet impresario Serge Diaghilev, who quickly sensed Igor's precocious gifts for ballet music and commissioned nearly all of his early works. Under Diaghilev's wing, Stravinsky became more of an international European than a Russian.

From 1910 the Diaghilev ballet began to tour Europe, and to assume an enormous influence on the cultural and artistic life of Paris. The great dancer Vaslav Nijinsky was its star, and within two decades the most prominent of modern painters, including Picasso, Braque and Rouault, were busy designing its sets and costumes.

Following Diaghilev to Paris, Stravinsky began to make Western Europe his permanent home, and later became a French citizen. By the time the Russian revolution broke out he had long since shaken the snow of St. Petersburg from his feet. He regarded the revolution from afar, at first with some enthusiasm but later with a lofty contempt which he has preserved to the present day. Stravinsky has always been a deeply religious communicant of the Russian Orthodox church. One thing that particularly aroused his ire was the way the Communists changed the name of his home

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STRAVINSKY'S WORKROOM in California home is both compact and crowded. Here he writes down music he has composed at one of his two pianos.

FIREBIRD CONTINUED

town—"St. Petersburg, the town of St. Peter," he insists, "dedicated by Peter the Great to his great patron saint and not to himself, as was doubtless supposed by the ignorant inventors of the absurd name Petrograd." Like Peter the Great, Pushkin and Tchaikovsky, Igor Stravinsky belongs to that international-minded category of Russians who have always believed in welcoming, and participating in, European culture rather than in hiding behind an iron curtain.

During the '20s and '30s Stravinsky led the restless, sometimes financially embarrassed but always elegant life of an international celebrity. From his successive homes in Switzerland, Nice and rural France, he undertook frequent personal appearance tours which took him all over Europe and by 1925 as far afield as the U.S. Several personal tragedies pursued him. His great patron Diaghilev died in 1929. With the consequent breakup of Diaghilev's ballet troupe, Stravinsky began to turn his attention more and more to the U.S. Some time afterward, within the space of a single year, he was saddened by the deaths of his wife, his mother and a daughter. He married his present wife in Bedford, Mass. in 1940 and the same year he decided to settle permanently in the U.S., changing his citizenship for a second time. On receiving his U.S. papers in 1945 he immediately purchased an American flag, and though he still speaks Russian better than French and French better than English, he has now become an enthusiastic democrat and a great admirer of the American way of life. Last summer, on his first visit to Europe since the war, Stravinsky succeeded in irritating all his old European friends by loudly proclaiming how much better everything was in America. Mrs. Stravinsky seconded him enthusiastically. When they asked her, condescendingly, about the intellectual and artistic life in America, she replied placidly that that was pretty good too.

Stravinsky's daily life in Hollywood is held to a schedule that might be the envy of a train dispatcher. He gets up at 8, drinks a cup of strong Italian coffee, smokes exactly one cigaret and does special Hungarian gymnastics, including eye-rolling, for 15 minutes. He then has breakfast alone with his paper, and starts work at 9:30. At 11 the mail arrives, and Stravinsky knocks off to answer all important letters immediately. Lunch at 1:30 is followed by a 20- to 30-minute nap. Then more work until suppertime, after which he considers himself free for social recreation or listening to records. This schedule is subject to occasional revisions, but even these are methodical. Stravinsky recently approached his friend and collaborator W. H. Auden for advice on the subject. "Every morning," he reported, "for 15 minutes I pray, for 15 minutes I exercise and for 15 minutes I shave. Do you think that is a good division of my time?"

The Hungarian gymnastics seem to keep Stravinsky in extraordinarily vigorous condition, but he is the last man in the world to admit it. He has reported himself as suffering from a tremendous variety of minor illnesses, ranging from nicotine poisoning to back-aches and trembling of the limbs. He never travels without toting



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a medicine chest along and nearly always has a complete medical checkup on arriving at his destination. On his recent European trip his first undertaking was a visit to the doctor over a mysterious illness he was convinced he caught from the air conditioning on the ship. On the return journey he avoided nautical air conditioning by taking a plane, but spent the entire passage worrying about which of the plane's four motors was going to stop functioning. Having arrived safely despite his misgivings, he attended a huge luncheon with New York friends, chatted all afternoon, attended a ballet performance in the evening and stayed up half the rest of the night in a Turkish restaurant.

One of the most notable facets of Stravinsky's mind—particularly in view of his rather revolutionary attitude toward his art—is his piety. He has composed a number of religious works; he loves to read theologians like St. Thomas Aquinas and Kierkegaard; and he is fairly regular in his attendance at Los Angeles' Russian Orthodox Church. It is true, Los Angeles Russians point out, that he likes to save time even in his religious devotions. On the occasion of the big three-day Russian Easter festival last year, Stravinsky appeared at church on one day only. But on that one day he prayed with such zeal and intensity that one of his co-communicants remarked, "If it takes a normal man three days to reach God, it takes Stravinsky only one."

In his personal habits he is a model of neatness and precision. He is a very elegant dresser who has now abandoned the top hats and fancy scarves of his European period for superbly tailored slacks and youthful looking pea jackets which are more appropriate to the climate and informality of Hollywood. He smokes cigarets, which he keeps in two cigaret cases, one enclosed within the other, lest a crumb of tobacco leak out to sully the inside of his coat pocket.

In his relations with other people Stravinsky can be warm or frosty, depending on his mood. When he feels like seeing some old friend who lives in New York, he will often send him a round-trip ticket to Hollywood. He hates large parties, and when he attends one he usually sits in a corner all evening talking to one particular individual. With bores ("Mr. Stravinsky, are you composing any exciting music these days?") he is crushing and lofty ("Madam, I never compose exciting music"). His conception of relaxation is to take an automobile trip, stopping for meals at hash houses along the way and ordering vintage Bordeaux which he is perennially surprised to find is not in stock. He also likes to go to the movies—any movie; he makes no distinction whatever between good and bad ones. He plays an elaborate game of solitaire which he learned from the ballet choreographer George Balanchine.

A friend recently remarked that "Stravinsky deals in his music the way a bank deals in securities," and it is true that he is very conscious of the mercenary side of his profession. There are good reasons for this. Stravinsky has been the victim of a copyright situation that would have converted the most poetic temperament into a shrewd and embittered bargainer. His most popular compositions (including *The Firebird* and *Petrouchka*) are in the public domain in the U.S., since they were originally published when he

CONTINUED ON NEXT PAGE



Age-old skin secret is true today! "It is well established that men who sort wools in the grease form... develop very soft hands," says F. Eugene Ackerman, President of the Wool Bureau.

In the gentle hands of shepherds— *the clue to gentler shaving*

For centuries, people have known that men who tended sheep had amazingly firm, smooth hands. And yet this contradicted common sense:

How could these men, tending flocks in chill blasts and scorching sun, have skin so clear and smooth?

And then came the answer! A mysterious natural substance in the fleece of sheep acted to prevent irritation in human skin.

Now scientists confirm that discovery and concentrate 25 times as much of this beneficial substance in a new ingredient—LANOTRATE²⁵—which lets you shave close as you wish without irritating your skin.

With active Lanotate²⁵, the new Williams shaving creams:

1. Actually increase water's ability to penetrate and soften stubborn stubble—for closer shaves . . .
2. Protect your skin with a lubricant coating, ease the path of the razor

across your face—for faster shaves...

3. Leave active Lanotate²⁵ on the face—easily absorbed, to condition your skin for shaves to come.

Buy the new Williams *Lather*, *Brushless*—or the new Williams *Instant Lather* in the pressure can. See how your razor glides across your cheek!

Special introductory offer

Buy the new Williams today. If you don't agree that it is what you have wanted for years, mail us the partly used container and we'll send you *your money back, plus postage.*



Lanotate²⁵ is exclusive in Williams Lather, Brushless, and new Instant Lather.

Fishing for Compliments?

serve fish with

A-1

SAUCE

the dash that makes the dish

Ask for A. 1.
when dining out, too.

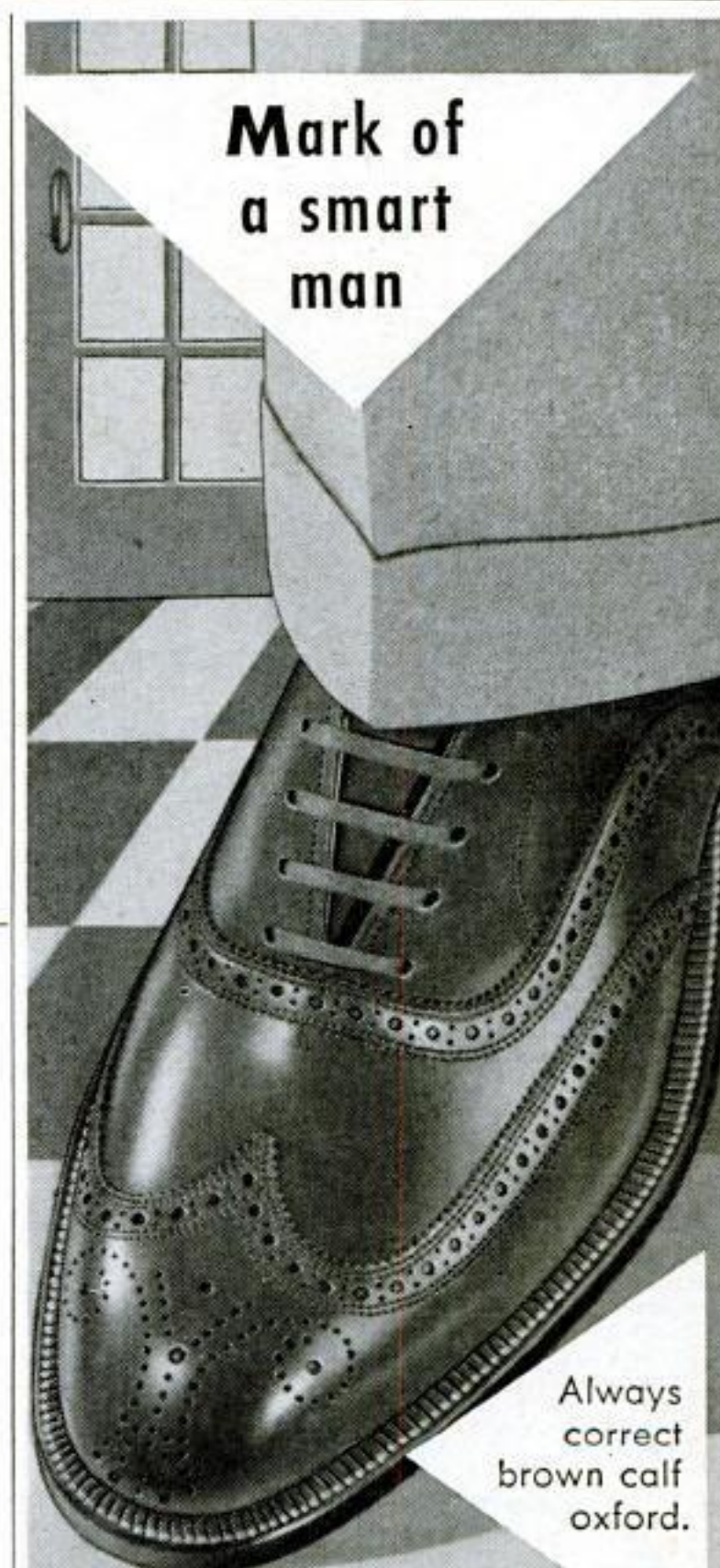


BUSY DAY DINNER

Just add milk to Bisquick for rich light meat pie crust. And for underneath—open a big can of Dinty Moore Beef Stew. Done in a jiffy. Hearty fare for busy days.

For feeding a family
you can't beat **Bisquick**
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You're looking at the only bra ever designed to conform to your every figure change. Reflexion's cup-encircling contour straps self-adjust to your bending, stretching, breathing... accentuate or minimize, as you wish... assure individual cup control. No more shrink or stretch-out-of-shape problems with Reflexion—just first-fit perfection every minute of the day.

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and other fine fabrics.

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Visit your favorite store for an action-fitting today, or write Lilyette bra, 358 Fifth Avenue, New York 1, N. Y.

Smart mothers
stick to
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because...
nobody knits
longer-wearing,
smoother-fitting,
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sox for children!



Guaranteed by
Good Housekeeping
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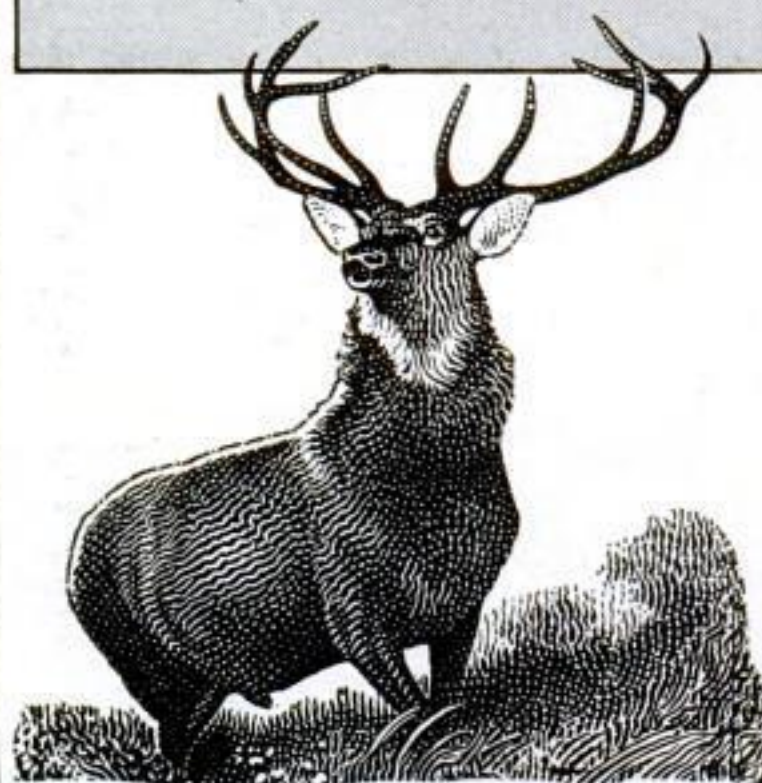
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FIREBIRD CONTINUED

was a citizen of Russia, a country which recognizes no international copyright agreements. The result of this is that Stravinsky has no control of and cannot legally collect royalties on his most successful work. Much of Stravinsky's well-known fury at the conducting and performing profession undoubtedly arises from this injustice, as does much of his lofty insistence that the finest performances and recordings of his works are those he conducts (and thus is sure of making money on) himself. Lately Stravinsky has been trying to outwit this royalty situation by reorchestrating and freshly copyrighting his early work. This method, however, has been only partially successful, and Stravinsky has taken to denouncing angrily conductors who insist on performing these works in their original and uncopyrighted form.

When Stravinsky himself attends concerts and opera performances, which he does frequently, he approaches them with the formidably studious attitude he expects from his own listeners. He often takes a score along and reads it meticulously with a flashlight during the entire performance, checking lapses from accuracy on the part of the performers. At ballet performances he has been known to rise from his seat, spluttering, "But, they're doing it wrong!" With music by his contemporaries he is apt to be diplomatic ("Beautiful, very, very beautiful... dull, of course"). Among the great composers of the past his preferences are violent and not always predictable. Ever since he visited the Wagnerian shrine at Bayreuth with Diaghilev in 1912, he has considered Richard Wagner's ponderous music dramas a horrible offense against good taste, and he still rumbles angrily at what he calls "the rubbish and racket" of Wagnerian opera. But he does not dislike romantic music in general, and he has recently been singing fervent praises of composers like Verdi, Puccini, Tchaikovsky and Gounod. Despite an early friendship with the great French composer Claude Debussy, he now considers the latter's opera *Pelleas et Melisande* "the biggest bore in opera," and feels that Moussorgsky's *Boris Godunov* runs it a close second.

These somewhat scattered preferences and dislikes are apt to baffle systematic thinkers who would like to detect a consistent revolutionary musical ideology beneath the mercurially changing style of Igor Stravinsky. Having long ago baffled the conservatives with *The Rite of Spring* and recently the revolutionists with *The Rake's Progress*, Stravinsky is currently enjoying the general state of bafflement more than anybody else. Several years ago in a book called *The Poetics of Music* he explained it all: "I am no more academic," he wrote, "than I am modern, no more modern than I am conservative.... So you ask just what I am? I refuse to expatiate upon the subject...." In discussing *The Rake's Progress* recently at a Manhattan cocktail party, Stravinsky grinned broadly. "Is it reactionary," he asked, "to shake the hand of Mozart?"

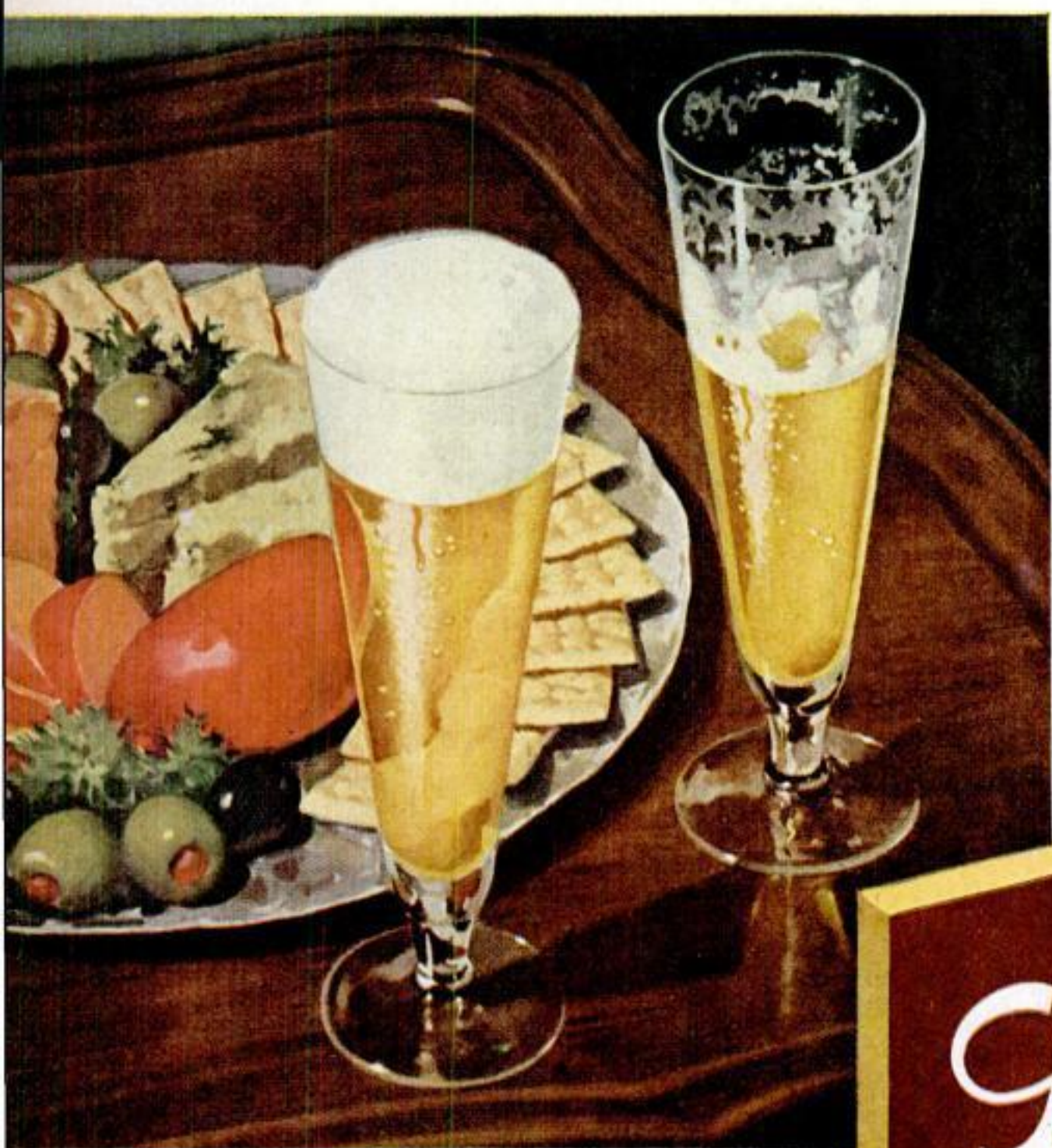


A HAPPY COUPLE, Stravinsky and wife exchange an affectionate salute in garden of California home where he has settled after many restless years.

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*No harsh bitterness . . .
Just the kiss of the hops*

This dry and mellow beer . . . this beer of
matchless flavor . . . is the world's largest seller.
More bottles and cans of Schlitz are bought
—*millions more*—than of any other beer.



Schlitz is available in quart bottles, 12-ounce bottles and cans, and the 7-ounce bottle that holds just a glassful. Also in 24-Pak and handy 6-Pak cartons of cans and "one-way" bottles that require no deposit.



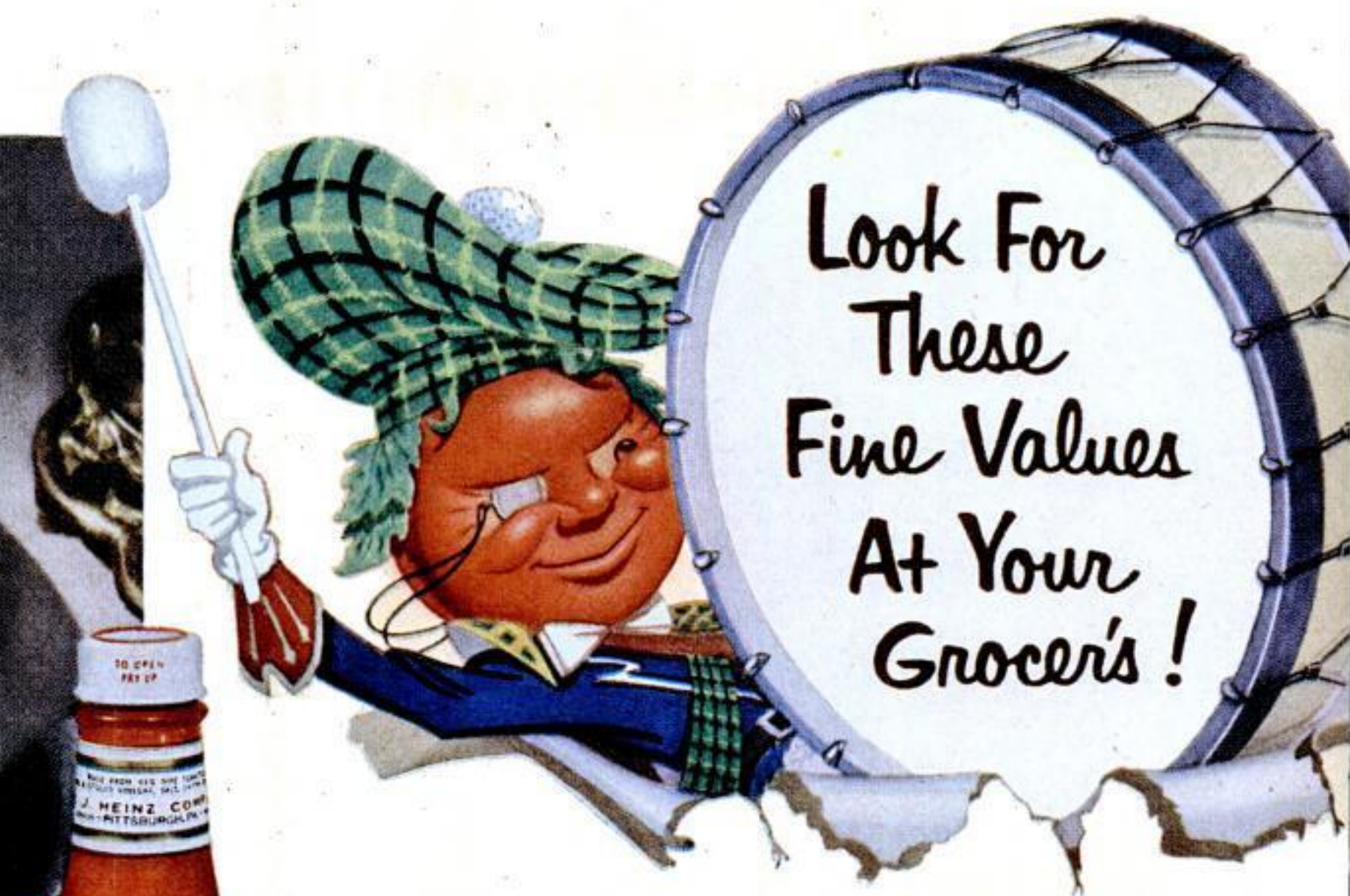
The Beer that Made Milwaukee Famous



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P.S.—Don't forget that other spicy, exciting flavor booster—Heinz Chili Sauce—for egg and fish dishes!

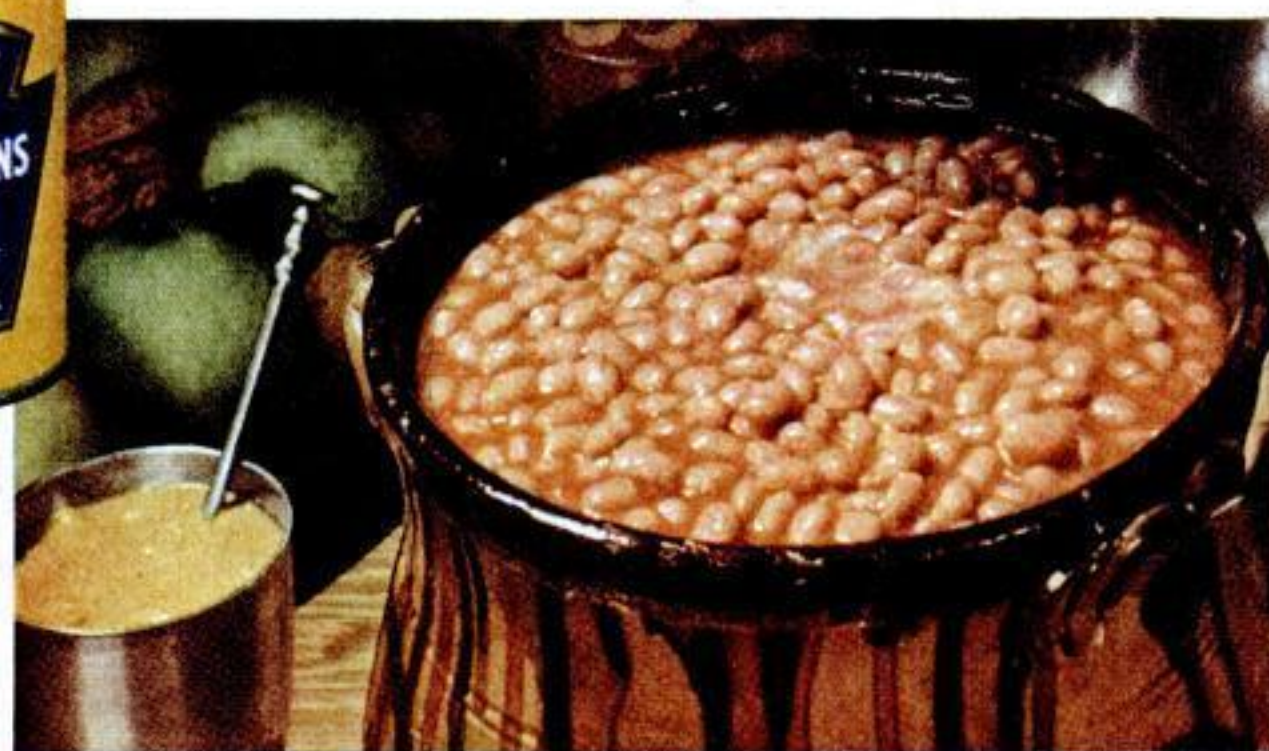
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● **Heinz chefs oven bake** our beans till they nearly pop with tender, nut-sweet goodness! And talk about *saucy!* We use prize home recipes—and the rarest of spices! Choose from three kinds of fully prepared Heinz Oven-Baked Beans—in both the regular and the convenient new snack-size tins!

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Extra good three different ways—
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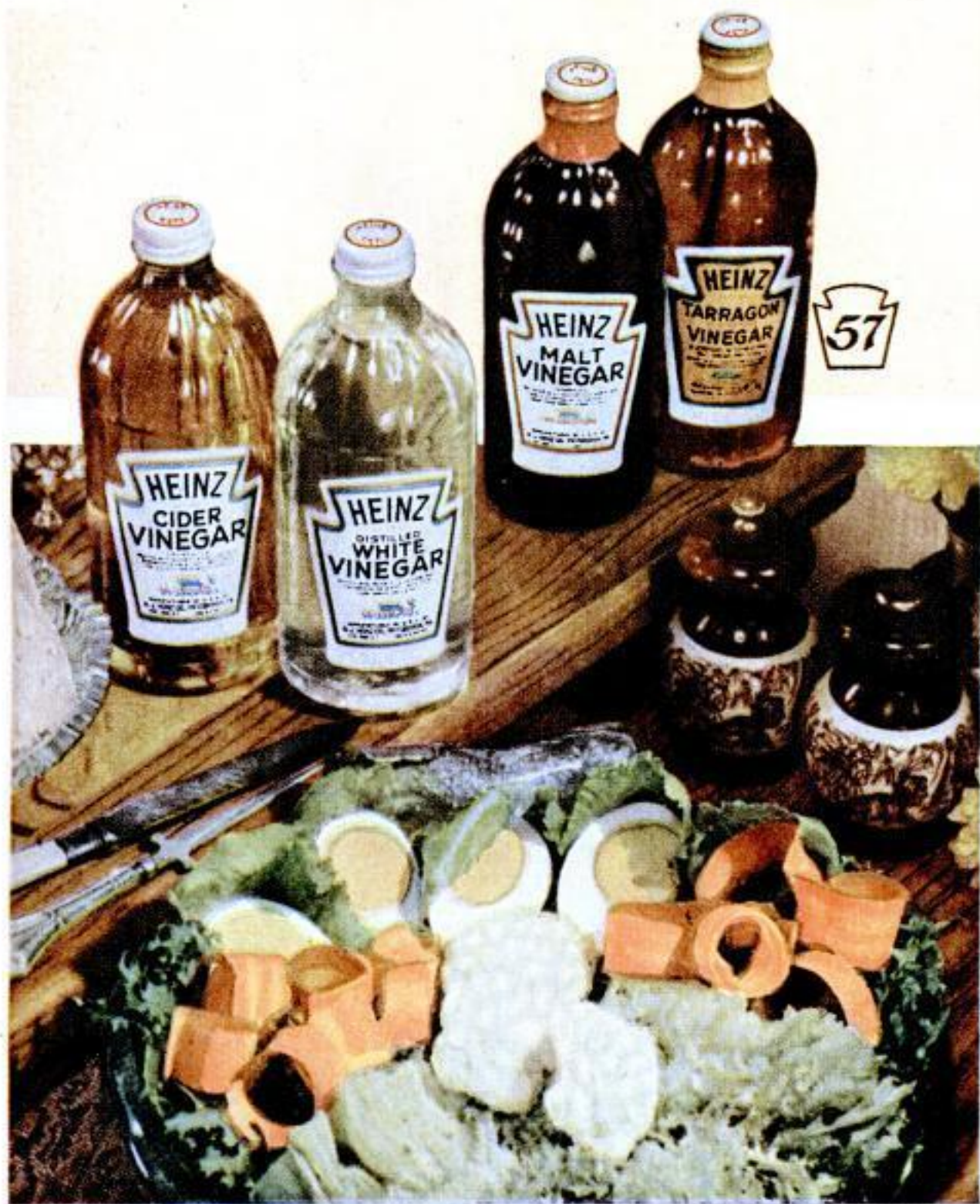
● Used as a soup, sauce or a cooking ingredient, Heinz Cream of Tomato is *delicious*—for it's cooked from "Aristocrat" tomatoes and sweet cream. Try it! Like all Heinz Condensed Soups, it's a *buy* at today's low prices!



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Great eating just for the heating—
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● You'll like the **tempting**, cheese-flavored tomato sauce that clings to every perfectly cooked strand of ready Heinz Spaghetti! And for another quick-to-fix treat, try Heinz Macaroni! These products are available in both the regular and handy snack-size tins.



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the extra quality
of Heinz Baby Foods!

● Serve your youngster *Heinz*—the only baby foods backed by an 84-year quality tradition! Doctors everywhere recommend Heinz Pre-Cooked Cereals, Strained Foods, Junior Foods. Their *extra* quality costs you no more!

Serve the cake that says, "It's Easter!"

EASTER GLORY CAKE

Make it a fine, fine cake with superfine **SWANS DOWN CAKE FLOUR**

Make it Easter elegant with snowy **BAKER'S COCONUT**

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Easter Glory Cake

Just as pumpkin pie means Thanksgiving, and plum pudding means "Merry Christmas"—so this luscious gold and white beauty says, "Let's have a happy Easter!"

Heaped high with the fresh, fresh whiteness of tender-moist Baker's Coconut, this irresistible cake is already an Easter tradition. And no wonder—for under its luscious topping is the lightest, tenderest cake, made with superfine Swans Down Cake Flour. No mix or all-purpose flour can give you cake so Swans Down wonderful! Make it a tradition in your home!

Ingredients:

- 2½ cups sifted Swans Down Cake Flour
- 3 teaspoons Calumet Baking Powder
- 1 teaspoon salt
- 1½ cups sugar
- ½ cup shortening (room temperature)
- *Milk (see below for amount)
- 1 teaspoon vanilla
- 2 eggs, unbeaten

***With butter, margarine, or lard, use 1 cup minus 2 tablespoons milk. With vegetable or any other shortening, use 1 cup milk.**

Combine sifted flour, baking powder, salt, and sugar in sifter. Cream shortening, sift in dry ingredients, add ¾ cup of the milk and the vanilla. Mix until all flour is dampened. Then beat 2 minutes. Add eggs and remaining milk; beat 1 minute longer. (Mix vigorously by hand or at a low speed of electric

mixer. Count only actual beating time. Scrape bowl and spoon or beater often.)

Pour batter into two round 9-inch layer pans, which have been lined on bottoms with paper. Bake in moderate oven (375°F.) 25 minutes, or until done. Cool, then frost.

Easter Glory Frosting

Combine 2 egg whites, 1½ cups sugar, dash of salt, ½ cup water, and 2 teaspoons light corn syrup. Beat until thoroughly mixed. Cook over rapidly boiling water, beating with rotary beater or electric beater 7 minutes, or to stiff peaks. Remove from heat, add 1 teaspoon vanilla, and beat 1 minute longer. Spread between layers and over cake. Then sprinkle with 1½ cups Baker's Coconut. Decorate with jelly beans.



THE 'ROLLIGON'

3,000-pound vehicle runs comfortably over a man

Ever since the motored vehicle displaced the four-legged animal as war's chief beast of burden, military commanders have been plagued with the problem of getting it over terrain that never fazed a pack burro. A California inventor has now come up with what may be a highly useful answer which the Navy and Army are trying out experimentally. William Albee's "Rolligon" uses baglike tires which are 5 to 9 feet long by 2½ feet in diameter, furnishing a surface large enough to provide traction on almost anything from swamps to soft sands. Inflated to only two pounds, the nylon and rubber tires actually "envelop" large, jagged rocks without suffering damage. They will also envelop a man without damaging him (*above*), spreading the 3,000 pounds of weight over such an area that the running over gives him about the same sensation as a vigorous massage.

RUNNING RUBDOWN is given William Albee by his balloon-tired invention. Vehicle will travel 10 mph, is designed to pull cargo trains over rough terrain.



INVENTOR'S SON BILL JR. PILOTS ROLLIGON THROUGH MARSH



ON MOVIE STAIRS in *The Bad and the Beautiful* she acted brief scene which she considers her best.

A Starlet Goes Home to Jersey

FAMILY MAKES FUSS FOR ELAINE STEWART

Movie Actress Elaine Stewart's homecoming to Montclair, N.J. was as sentimental as a movie script. The pretty 22-year-old girl, who had worked as an usherette, receptionist, model and TV actress before going to Hollywood, had had a highly successful first year out there. She hustled through nine pictures, wound up in *The Bad and the Beautiful* with a three minute role and the hero, whom she stole from Lana Turner. With Metro-Goldwyn-Mayer's blessing she went east on her first vacation.

Back home in Montclair, where her father is a police sergeant, Elaine made the personal appearances demanded by her status and still managed to fit in some of the normal life in a big family. She helped with the same old chores, went down to greet her father's friends, revisited old haunts, asked questions about jobs and babies of her dazzled friends, who knew her when she was plain Elsy Steinberg. After a triumphant month the homecoming had a suitable movie ending. The starlet whisked back to Hollywood and found that in her next picture, *Take the High Ground*, she will have star billing and her bosses are already publicizing her as their answer to Marilyn Monroe.

ON STAIRS AT HOME Elaine re-creates scene shown above for Dorothea, Alvin (top) and Ulrich.





BABY BROTHER Alvin, 5, comes to Elaine's bedroom as he gets bundled up by mother for outdoors.



MEALTIME HELPER, Elaine feeds Alvin. The family clown, Alvin stole some scenes from Elaine.



FAMILIAR TEAM pairs up at the sink as Elaine falls back into routine of helping father with dishes.



HOLLYWOOD HAT was part of the extensive wardrobe she brought east and modeled for family. Sisters Dorothea, 11 (*right*), and Eleanor, 21, tried things

on after Elaine demonstrated how to wear them. Elaine still finds time to make her own daytime clothes but she now borrows her evening finery from her studio.



ENTERPRISING CALLER, one of many who came to house, was postal worker Michael Caggiano, who dropped in for pin-ups for the boys at the post office.



UNEXPECTED VISIT from Dr. Hunger, pastor of family's church, caught Elaine in strapless dress she had on to act out her movie part (*opposite page*).



You comb a



Thousand times a year



So buy the best



Buy Ace, my dear

The best—note the smoothly rounded teeth of Ace Combs that protect scalp and hair. The best—made of genuine Ace Hard Rubber, packaged in individual boxes. The best—yet Ace Combs actually cost less because they last longer. Many styles—for purse, pocket or home. American Hard Rubber Company, N. Y. 13.

ACE
HARD RUBBER
COMBS



Starlet's Homecoming CONTINUED

THE NEW ELAINE VISITS THE OLD PLACES



BACK IN SCHOOL which she attended, Elaine visits sister Dorothea's classroom. Goggle-eyed fifth graders

lined up to get her autograph and the principal invited her to come back and address an assembly a week later.



ON RAINY CORNER outside police station Elaine and her father (right) discuss eventful year with old friends.



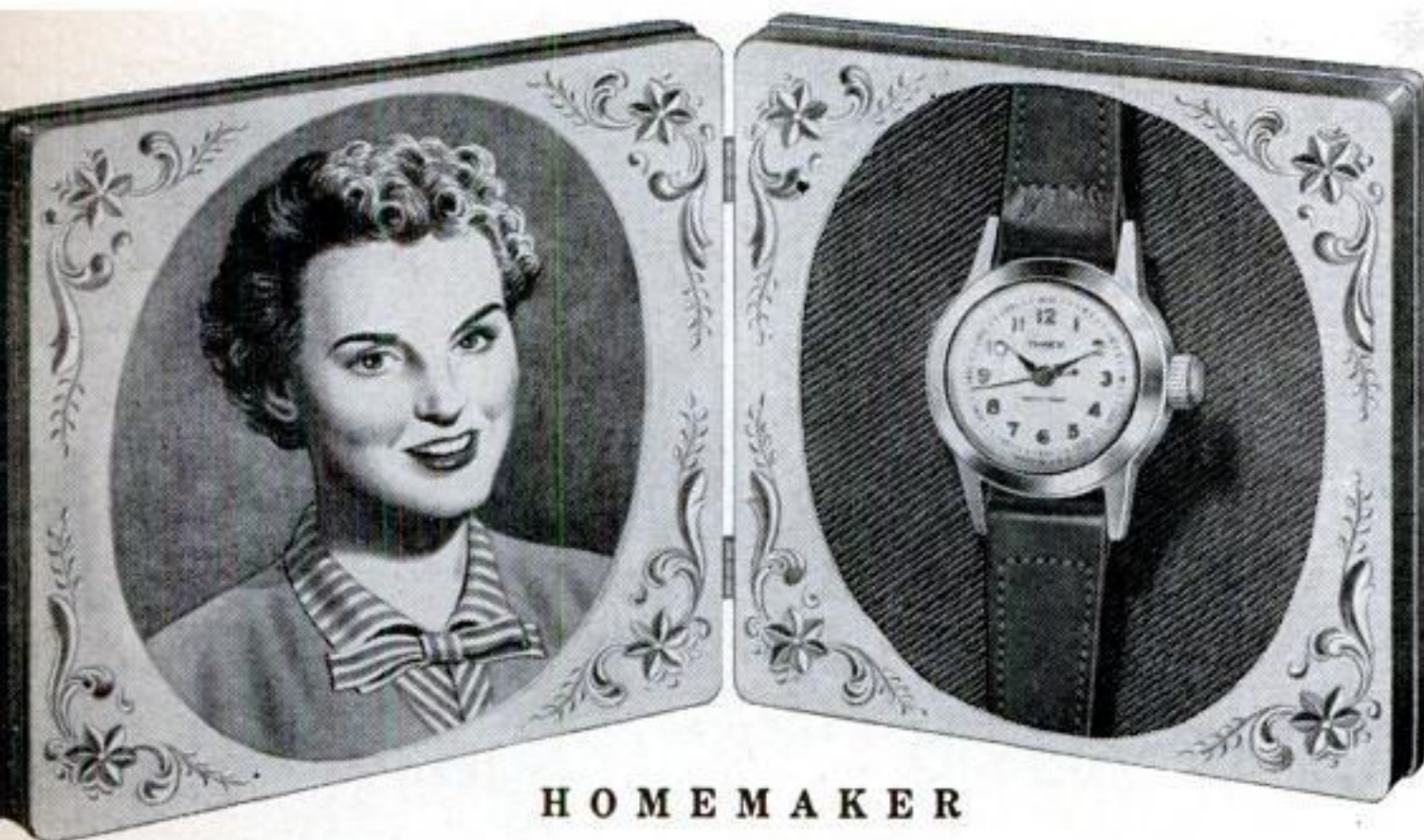
AT LOCAL MOVIE where she worked she chats with cashier. Elaine began as usher, worked up to cashier.



DURING SCREENING of *The Bad and the Beautiful*, Elaine squirms self-consciously beside Eleanor while Al-

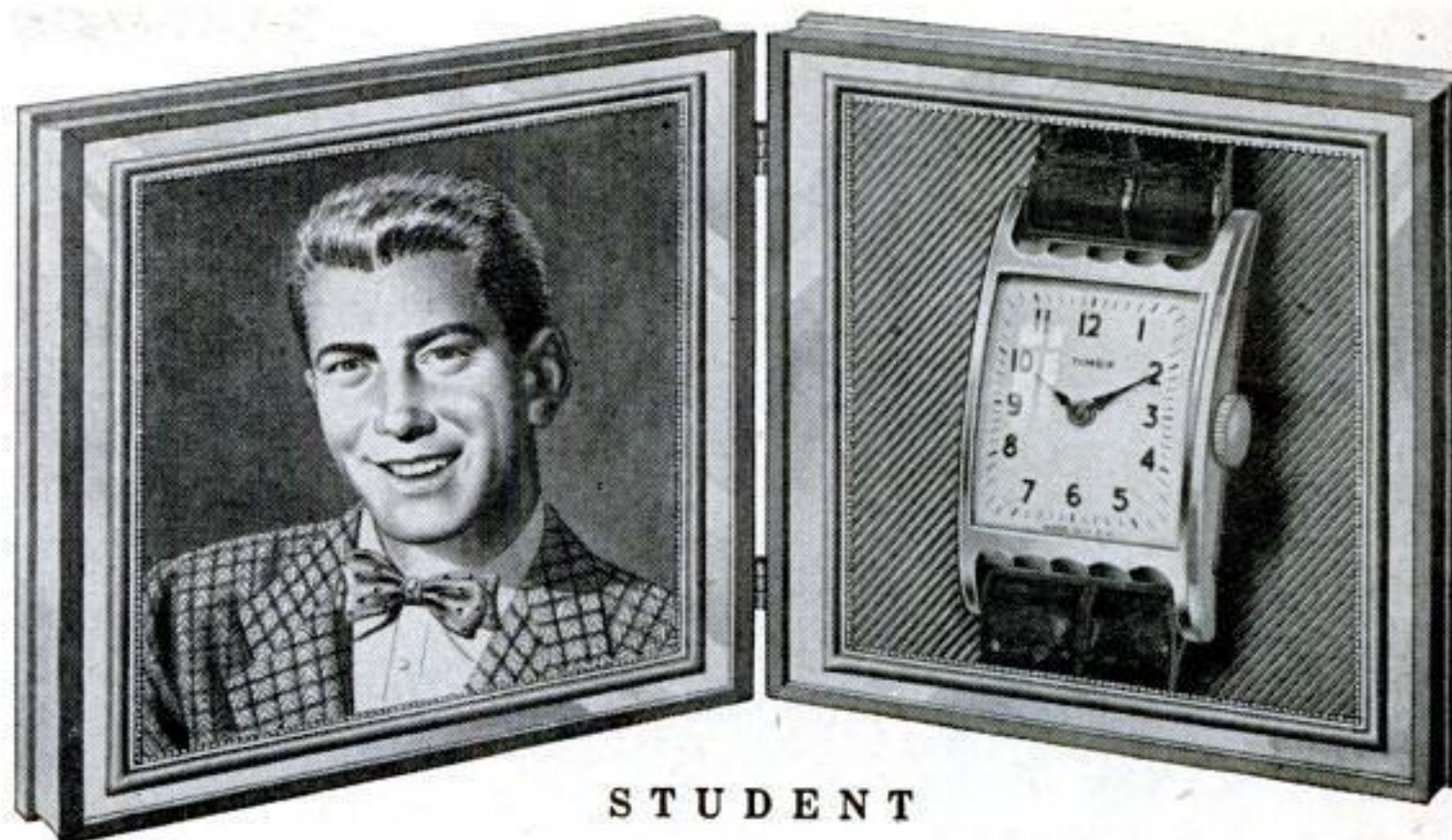
vin makes hand spyglass and their parents (right) beam. Elaine worked for doctor (left front) before modeling job.

CONTINUED ON PAGE 170



HOMEMAHER

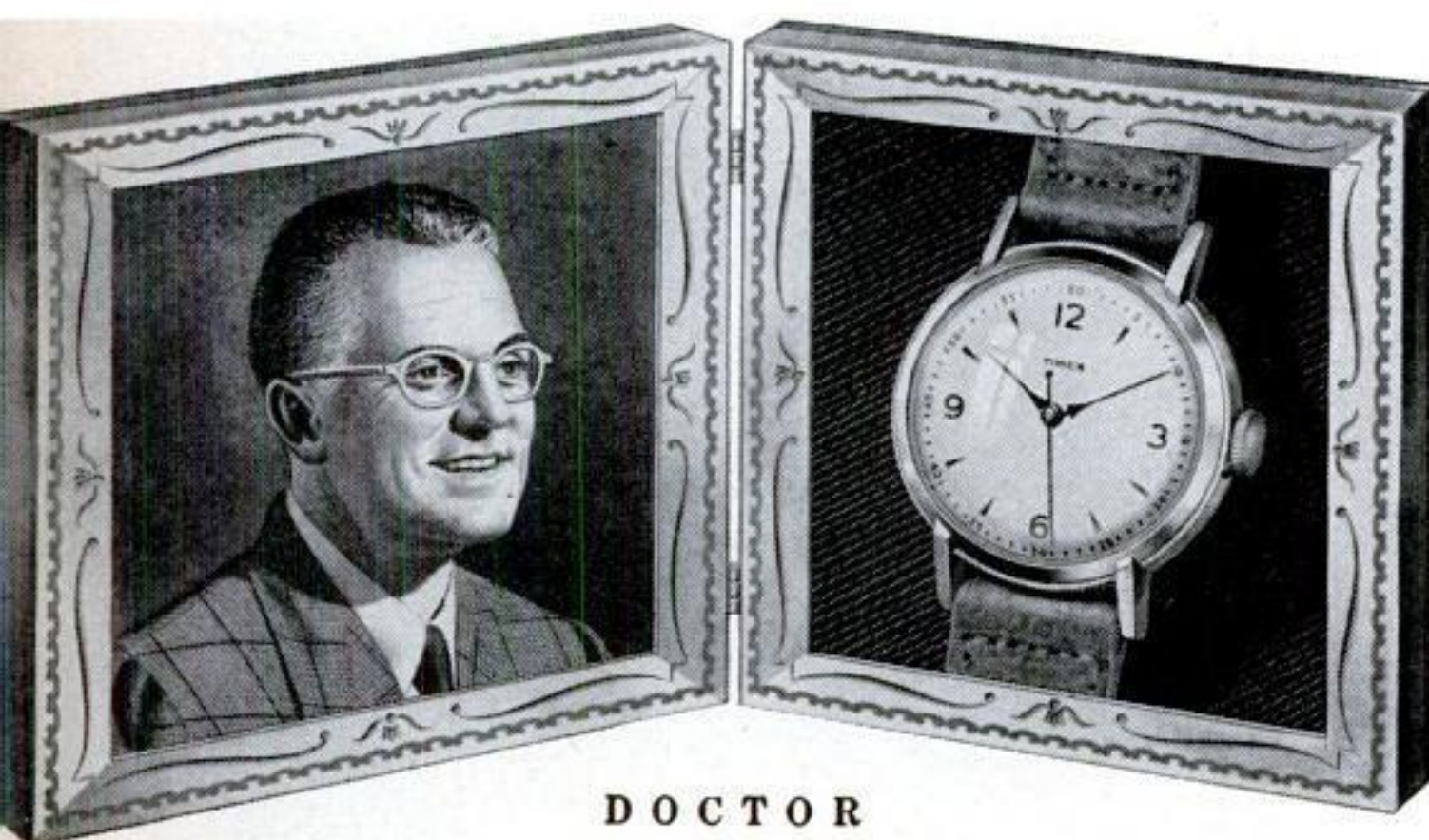
The shock-resistant, waterproof* Sportster can "take it". \$10.95



STUDENT

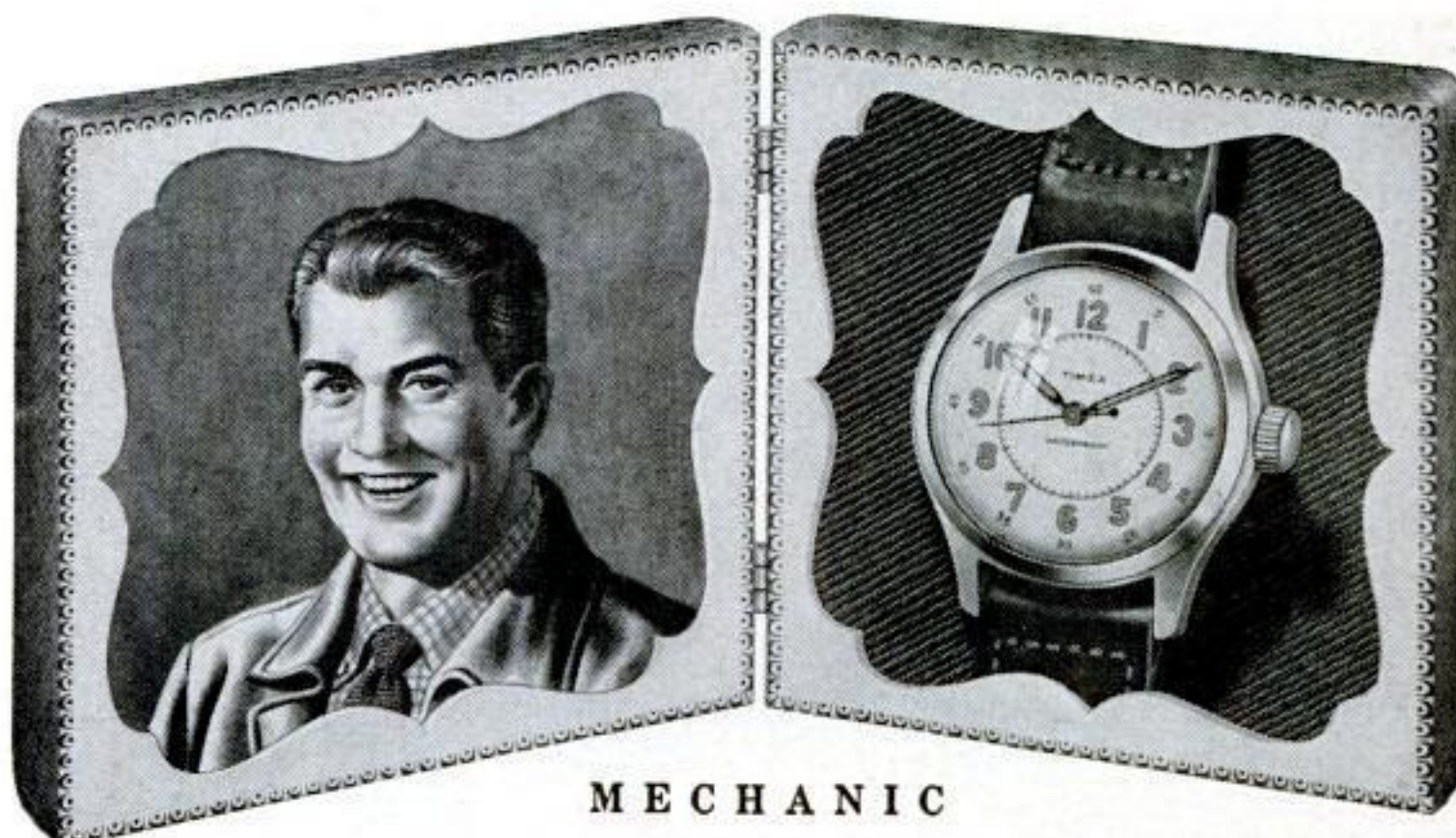
You'll go for the classic looks of the Marquette. \$9.95

the perfect watch for YOU



DOCTOR

You'll like the professional look of the sweep-second Mercury. \$9.95



MECHANIC

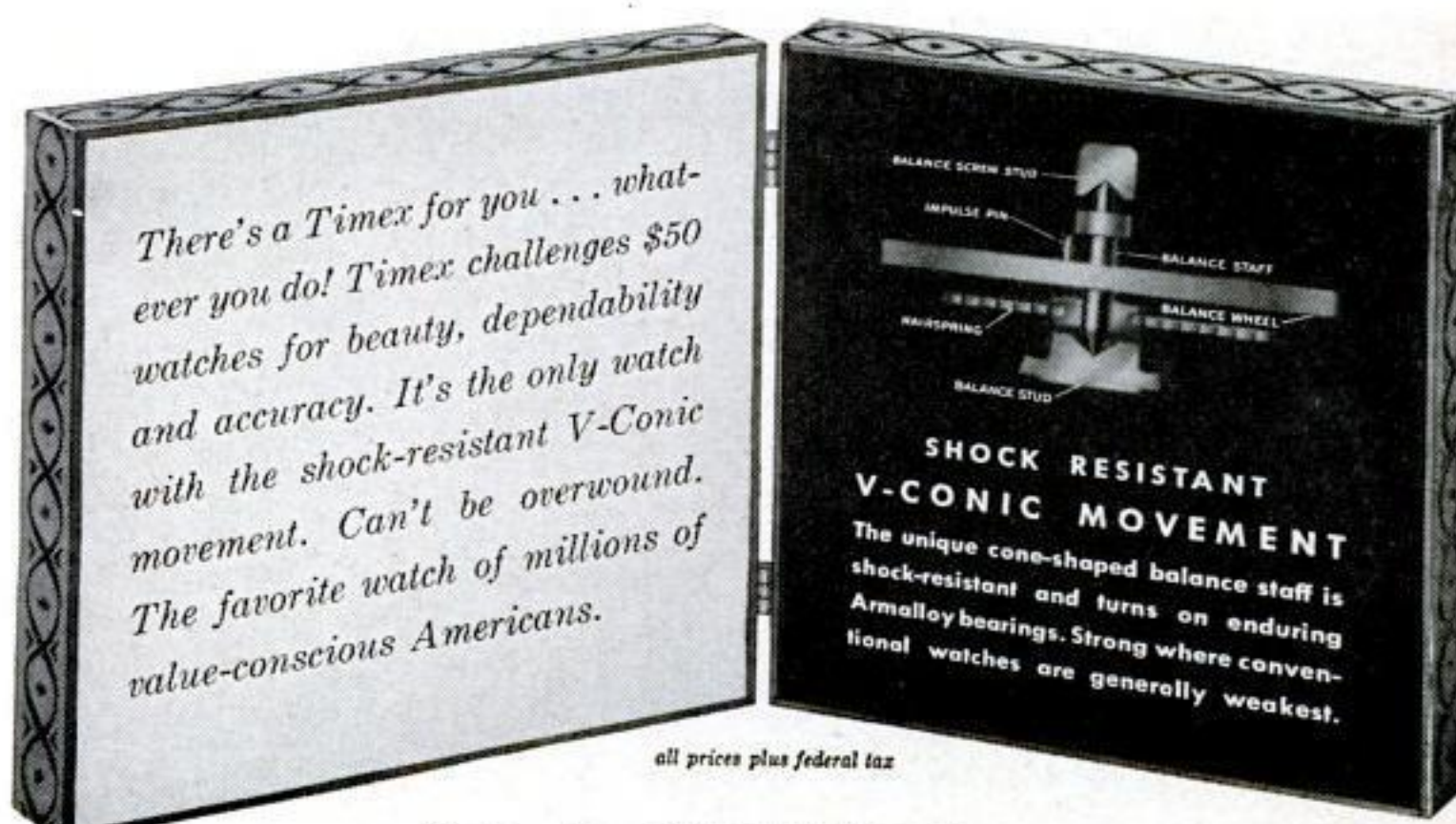
Try the sturdy, dustproof* and waterproof* Marlin. \$11.95

TIMEX



EXECUTIVE

The distinctive Monroe will keep you on time. \$9.95



There's a Timex for you... whatever you do! Timex challenges \$50 watches for beauty, dependability and accuracy. It's the only watch with the shock-resistant V-Conic movement. Can't be overwound. The favorite watch of millions of value-conscious Americans.

SHOCK RESISTANT V-CONIC MOVEMENT
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HOW COMFORTABLE
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 a pair of these
 so-reasonably-priced
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The Rowena



The Ross

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NATURAL BRIDGE
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Starlet's Homecoming CONTINUED



RECRUITING POSTER from modeling days was made into greeting brother Ulrich, who sits with Elaine looking over recent Hollywood picture



POKING FUN at her sexy Hollywood publicity shots, Elaine amuses mother by posturing on bed in gag version of LIFE's famous Rita Hayworth pin-up

For all the rest of us

I've just finished the second installment of "The World We Live In" and once again I have been deeply impressed by the awesome wonders of our natural home. We live enveloped by the miracles and mysteries of beginning and continuing things.

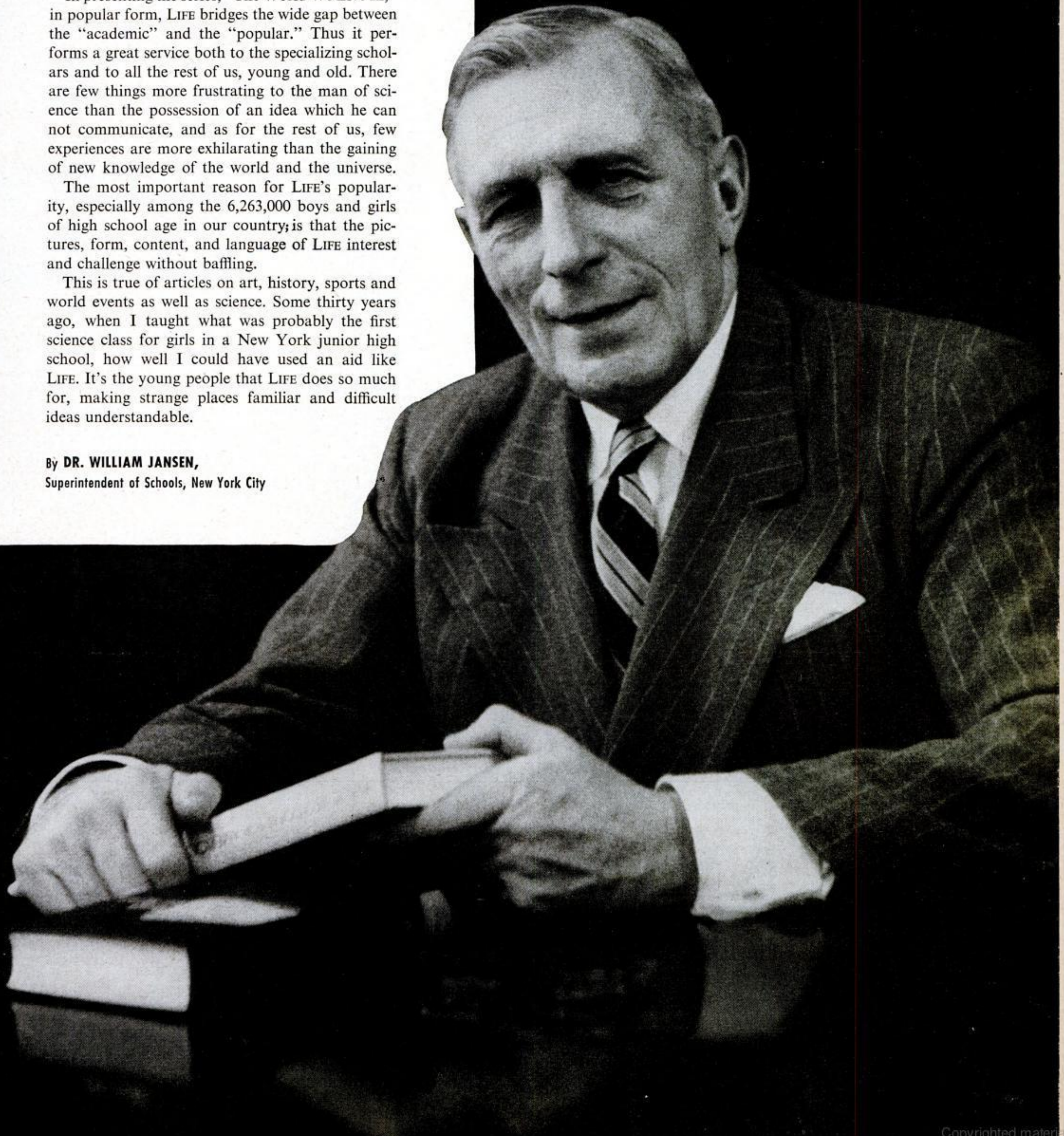
Usually the people who think about these matters are cloistered in our universities, in studies and in laboratories. It's a marvelously good thing when the conclusions of the scholars can be beamed to the rest of us in a form that is interesting and understandable, as well as accurate.

In presenting the series, "The World We Live In," in popular form, LIFE bridges the wide gap between the "academic" and the "popular." Thus it performs a great service both to the specializing scholars and to all the rest of us, young and old. There are few things more frustrating to the man of science than the possession of an idea which he can not communicate, and as for the rest of us, few experiences are more exhilarating than the gaining of new knowledge of the world and the universe.

The most important reason for LIFE's popularity, especially among the 6,263,000 boys and girls of high school age in our country, is that the pictures, form, content, and language of LIFE interest and challenge without baffling.

This is true of articles on art, history, sports and world events as well as science. Some thirty years ago, when I taught what was probably the first science class for girls in a New York junior high school, how well I could have used an aid like LIFE. It's the young people that LIFE does so much for, making strange places familiar and difficult ideas understandable.

By **DR. WILLIAM JANSEN,**
Superintendent of Schools, New York City





SMOLDERING HORSE

Every weekday afternoon in Hinsdale, Ill. the huge indoor riding ring owned by Stephen A. Healy, a Chicago builder and sportsman, echoes to the stamping and snorting of some of Healy's 30 polo ponies. The ponies are usually ridden by 16-year-old Jack Murphy, the son of Healy's trainer and one of the most promising players in Chi-

cago's indoor polo league. After 15 or 20 minutes of running in the close, damp barn air a horse usually begins to steam. While he's moving the steam is not noticeable, but when he is prancing in one spot, as Jack's mount Gray Don (*above*) is doing, the clouds of vapor wreath him in a smoldering mist and he looks as if he would burst into flame.

Other times, other tastes...



What made Milwaukee change its mind ?

No doubt about it...modern times and modern taste have changed Milwaukee's mind about beer.

Gone are the days when America's beer capital could not agree on which beer was the finest. Now, year after year, Blatz is the largest-selling beer in Milwaukee... far and away the favorite in the city where nearly three-quarters of the country's wonderful premium beers are brewed!

So wherever you are in this land of ours, lift a glass of Blatz tonight. When you do, you'll join the growing millions of Americans who sing: "*I'm from Milwaukee and I ought to know, it's Blatz, Blatz, Blatz, wherever you go.*"



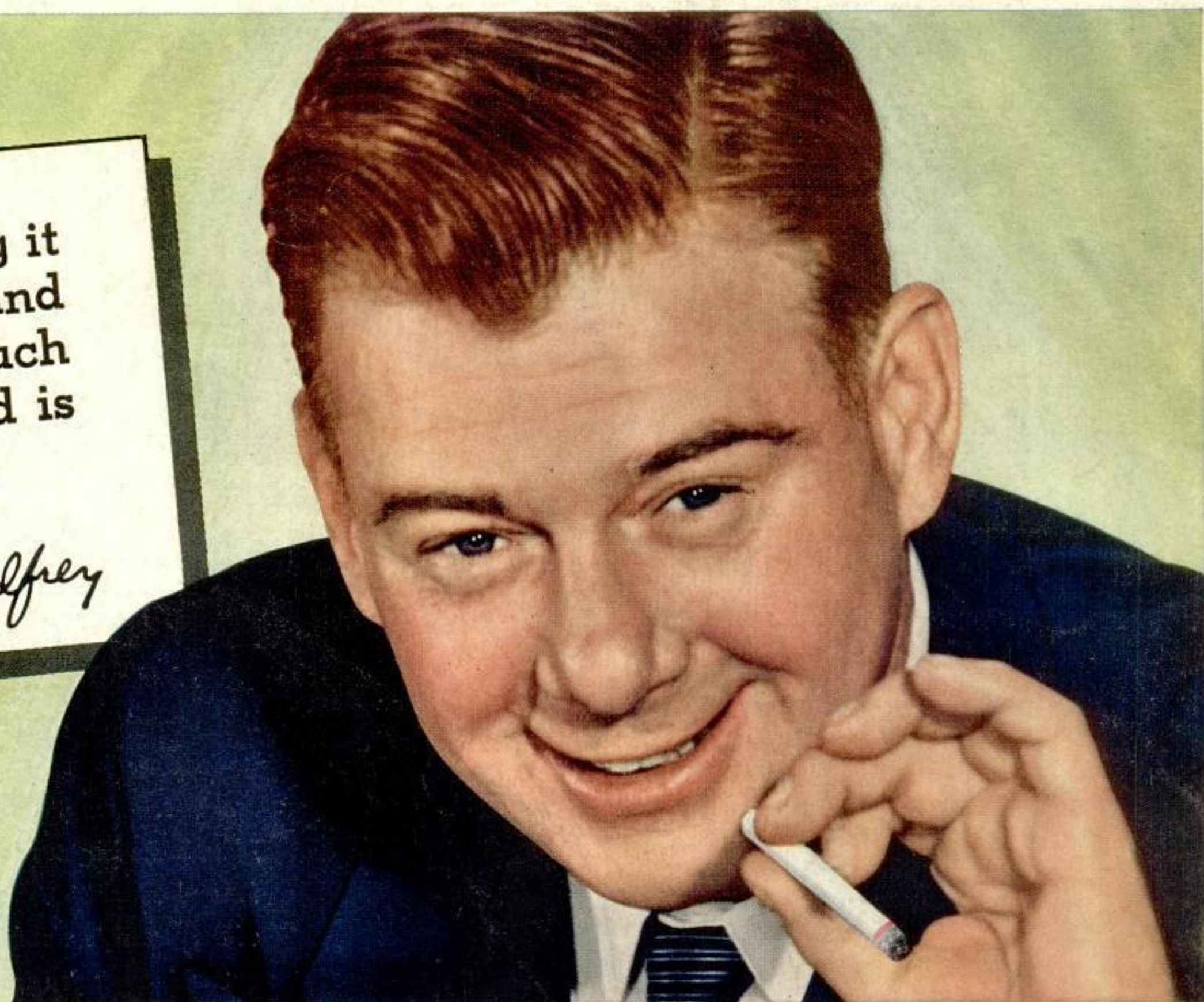
Milwaukee's finest beer!



Today it's Blatz!

"I've been saying it
for 6 years now—and
I'll say it again...much
milder Chesterfield is
best for me."

Arthur Godfrey



NOW...10 Months Scientific Evidence For Chesterfield

A MEDICAL SPECIALIST is making regular bi-monthly examinations of a group of people from various walks of life. 45 percent of this group have smoked Chesterfield for an average of over ten years.

After ten months, the medical specialist reports that he observed...

no adverse effects on the nose, throat and sinuses of the group from smoking Chesterfield.

MUCH Milder
CHESTERFIELD
IS BEST FOR YOU

*First and Only Premium Quality
Cigarette in Both Regular and
King-Size*



CONTAINS TOBACCOS OF BETTER QUALITY AND HIGHER
PRICE THAN ANY OTHER KING-SIZE CIGARETTE